

The NATIONAL UNDERWRITER

Life Insurance Edition



INS. LAB.

JUN 26 1936

EQUITABLE *life* *income* SETTLEMENTS

When Wise Words Were Heeded

Altogether too little is known in insurance company offices about what becomes of the money paid in settlement of Death Claims—not the \$1,000, \$2,000, \$3,000 or \$5,000, but the \$10,000, \$20,000, \$30,000, \$50,000 or more paid in single sums to beneficiaries.

Agents can frequently prevent losses through inappropriate or unsafe investments by calling to the attention of the beneficiary the guaranteed instalment or life income settlements available in lieu of a single cash payment. A striking instance of insurance proceeds so conserved has been brought to our attention by one of our New York representatives:

Seven years ago, when delivering a death claim check for \$50,000 to the beneficiary (a widow in her sixties) this agent recommended a life income for her and a daughter, aged 48. At that time, the widow had other assets valued at about \$300,000. She agreed to leave \$30,000 of the \$50,000 of the insurance with The Equitable and signed the necessary papers. Before the agent could get back to his office she had been persuaded by her daughter and son-in-law to disregard the agent's advice and to request the entire sum in cash. Believing that she had been ill-advised, the agent returned the next day, and upon the admission of this woman that a guaranteed life income was what she really wanted, rather than the investments recommended by her son-in-law, he completed the transaction.

Within a few years her other property valued at \$300,000 had vanished. For four years preceding her death the only income she had was the \$150.43 a month from The Equitable. On this she maintained herself and her daughter as well as the son-in-law who had lost everything and was out of a job.

In keeping with the settlement provisions arranged, the monthly income of \$150.43 will be continued to the daughter as long as she lives.

THE EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES

THOMAS I. PARKINSON, *President*

393 SEVENTH AVENUE, NEW YORK

FRIDAY, JUNE 26, 1936

"Something that, left undone, will cost more than it will to do it"

THE executive quoted was being interviewed by a member of our staff. He was dwelling, at length, on the importance of the *education of policyholders*. He continued:

"Suddenly we at the heads of companies wake up to the fact that as much as 37 per cent of our net income is being consumed by taxes and that other impediments are rapidly being added that seriously and vitally affect the service we have sold. . . . But how many of our *policyholders* have become cognizant of these conditions?"

"That job (of educating them) is ours. It is just as much a part of our management obligations as any other part of the business. . . . It is, in my judgment, a step that is clearly indicated. . . . Something of vital importance to the present and future progress of the business that, left undone, will cost more than it will to do it!"

In these words the executive referred to expressed the judgment of scores of those at the head of companies whose conclusions were sought on a subject that The National Underwriter long since believed to be fundamental.

But while all agree that *education of policyholders* is of vital importance and has too long been neglected, many practical problems

obtrude themselves whenever effective education is considered as an *individual company* measure. Excessive and prohibitive cost, lack of organization facilities and the possibility of the action being misunderstood or discounted because of obvious self-interest, were among those most frequently mentioned.

More and more, as our investigation proceeded, did it become evident that it devolved upon us to find, if possible, some practical solution of this serious problem; with the result that for months members of our staff have devoted their entire time and effort to it—the problem of providing, at such low cost that would enable all companies, large or small, to participate, this *education of policyholders* that is universally recognized as "of vital importance to the present and future progress of the business. . . ."

Unique in the life insurance business, our solution is the publication of a *policyholders' magazine* that, because of the organization and mechanical advantages of our company and the co-operative features of our plan's operation, will afford all sound companies the opportunity to engage in this *education of their policyholders* and the public on a basis of cost so low as to make it available to all.

Education, conservation and new business all in one. Co-operative low cost—Exclusive benefit of results.

The American Policyholder, as this new publication will be known, will go to press shortly with the largest initial edition ever known in the history of life insurance publications. More than a score of well known companies have availed themselves of its invaluable services.

Its total cost, per unit of distribution, will be that of a postage stamp. Yet it will contain 16 pages of constructive editorial matter and offers of services that, as each page provides essential *education of policyholders* upon fundamentally important subjects, will tend to stabilize them so as to provide each company with conservation of its business, demands for additional coverage and, perhaps of greatest importance, defense against all subversive proposals and propaganda, whether inside the business or extraneous to it.

Beautifully illustrated in two colors, The American Policyholder will have such eye- and reader-appeal as to assure it of immediate attention by any policyholder to whom life insurance has become of vital concern or who has insurance problems on which he needs the assistance and advice of an outside, independent and authoritative nature.

Characteristic of the editorial policies of the publication are these articles in the first issue:

"Women and Children First!"—In which policyholders are shown the rapidly mounting load of taxes with which they are being burdened. Life insurance policies are likened to the life boats in which women and children expect to find safety and policyholders have most effectively pointed out to them, through this analogy, the duties they owe to themselves and their loved ones to see that these taxes are lowered.

Is it a House of Protection or Just Some Building Material?—An article on the value of programming and the importance of bringing the agent into the picture so that more complete coverage may be had.

To Farmers and Wage Earners Life Insurance is of Vital Necessity—In this article we show that they are really business men who bear the sole responsibility of the care of their loved ones and appeal to them to provide ample coverage.

"Our Hard Work and Frugality"—An editorial in which we appeal to the good sense of policyholders and all owners of savings accounts to protect their interests against the attacks of demagogues and organized minorities.

Life Insurance at Work—On this page we reproduce letters from those who have benefited from life insurance. Invaluable as selling material. We also offer five dollars for additional testimony of its value.

The Old Chimney Still Stands—An article that, institutional in character, cannot help creating a wider degree of respect for, and a desire for greater participation in, life insurance.

The Conscientious Agent May Be Your Best Friend—A thoroughly sound build-up of the average agent that will improve his standing, enhance his self-respect and provide him a wider field of service.

Offers of Our Free Services and Advice on the Problems of Insureds—In these we seek to provide ethical advice to all policyholders so that, acting in co-operation with the company involved, we may promote *conservation of business* and the *sale of additional coverage* wherever indicated. Through our unique method of keying all inquiries, each company participating in the distribution of the publication will receive each inquiry originating from its list just as though it were individually producing the magazine at many times our price.

Articles in preparation for future issues will deal with such unsound proposals as the Townsend plan and other schemes contrary in principle and action to the life insurance plan; inform policyholders of the dangers of inflationary proposals and socialistic tendencies; awaken them to the consequences of continued increases in taxation and the public debt; sound a warning of the pressure of minority groups and bring a realization of the manner in which policyholders, as citizens, may guard their interests.

Through *education* The American Policyholder will lead policyholders in directions that experience has shown will promote their welfare. Such education cannot fail to produce stabilization of thought that will result in conservation, the desire to participate more fully in the benefits of life insurance and the protection of the mutual interests of policyholders and their companies.

The American Policyholder offers "something that, if left undone, will cost more than it will to do it" under our carefully worked out, low cost plan. Sixty million frugal policyholders will not go wrong—when once they become informed. *The American Policyholder* will inform them.

Company executives, general agents and underwriters are invited to ask for sample copies of the publication and detailed explanation of our plan.

Address

THE AMERICAN POLICYHOLDER
(Division)

THE NATIONAL UNDERWRITER
Insurance Exchange Bldg., Chicago, Ill.

The NATIONAL UNDERWRITER

Fortieth Year—No. 26

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, JUNE 26, 1936

\$3.00 Per Year, 15 Cents a Copy

Death Indemnity Contracts Pushed

Steady Increase in High Premium Policies and Annuities Presents Problem

STRESS TERM INSURANCE

A. G. Borden of Equitable of New York Urges Agents to Grasp Opportunities

NEW YORK, June 25.—The steady increase in the sale of high-premium contracts and the persistence, despite repeated rate rises, in the demand for annuities are being mitigated to some extent by life companies' efforts to boost sales of term insurance and other contracts in which the death indemnity is the main consideration. However, in spite of the companies' current preference for policies which bring with them the minimum of investment headaches, the continued increase in the ratio of first-year premiums to first-year volume, as has been the case also during the last two years, indicates that home office stress on death-protection insurance has not changed the sales picture very much to date.

Should Seek Term Prospects

The desirable thing, of course, is that agents should seek out term insurance prospects in addition to, and not instead of, their regular business. A. G. Borden, second vice-president Equitable Life of New York, earlier this year pointed out to Equitable men the existence of this sales avenue and the advisability of following it up immediately.

Many forward-looking business men who have lost ground steadily for several years are today making a little progress and, seeing signs of profit, are making their plans accordingly, Mr. Borden stated.

Death May Block Plans

"But in their planning for the future they are troubled with the possibility that death may suddenly intervene just as they begin to move forward," he continued. "Thousands of men—and women—are saying or will be saying to themselves: 'If I live five or 10 years I think I will be able to get back on my feet and establish (or reestablish) myself financially. But wouldn't it be a terrible thing for my family and my business if just as I am stepping out of the depression, death should step into the picture?'"

Unusual Opportunity Exists

"Forward-looking men and women may be encouraged to see the great service that life insurance can be to them in protecting their families or their estates or their businesses through this indemnity picture of life insurance.

Cut "Earmarking" Proposal from Federal Revenue Bill

LOSES OUT IN CONFERENCE

Opposed by "Share-the-Wealth" Advocates—How Companies Will Be Taxed Under New Measure

WASHINGTON, June 25.—Opposition by house conferees caused the elimination from the 1936 revenue act, as passed by Congress in the closing hours of the session, of the Loneragan amendment, which would have exempted from federal estate taxation life insurance specifically earmarked for federal death duties. The senate conferees held out for the provision through most of the negotiations, but finally surrendered in the last minute trading which was considered necessary in order to get the bill through at all.

This was the second defeat for this provision, the house having similarly rejected the proposal in dealing with the last tax bill. Opposition of Treasury officials was given as the nominal reason for the attitude of the house conferees, but since the plan was admitted to have considerable merit it is to be studied by the congressional joint committee on internal revenue taxation with a view to later adoption.

"Share-the-Wealth" Opposition

It is understood that the real reason was that the share-the-wealth advocates regarded it as a reactionary move, even though the amount that could be thus earmarked was reduced from \$1,000,000 to \$250,000. Their idea is that no man should be allowed to leave an estate on which the tax could be as large as that.

Under the bill as agreed to by the conferees, insurance companies will be subject to tax at the rates ranging from 8 to 15 percent provided for other corporations but will not be subject to the surcharges running from 7 to 27 percent which are provided for corporations in other industries. However, the companies may be made subject to the provisions of Section 102, imposing penalties upon corporations improperly withholding earnings at rates of 25 and 35 percent, dependent upon the extent of the exercise of this practice.

Under the compromise reached by the conferees only after much difficulty, the house proposals for taxes running up to 42½ percent on undistributed net corporate income and the senate plan for flat taxes plus a single surcharge rate on undistributed income were merged into a schedule of normal and supertaxes. Insurance corporations will be subject to the former and will pay 8 percent on the first \$2,000 of net taxable income, 11 percent on the next \$13,000, 13 percent on the next \$25,000, and 15 percent on all in excess of \$40,000.

Many leaders of life insurance believe we are standing on the threshold of a great advance. But whether or not that hope is to be realized, Equitable agents should move forward and take immediate advantage of an unusual opportunity while it exists, and not wait for others to show us the way."

Voluntary Compliance Has Been Thrown Into Discard

SOCIAL SECURITY ACT IS UP

Employers Do Not Want to Weaken Their Position in Any Contest Over Constitutionality

NEW YORK, June 25.—Hopes that employers generally would voluntarily register their employees under the social security act during the latter half of this year so as to have the decks cleared by the time the law goes into effect, Jan. 1, 1937, have been pretty well dashed by the opposition of numerous employers who feel that any compliance with the law, particularly a voluntary compliance prior to the law's effective date, would weaken their position in fighting the measure on constitutional grounds.

Situation Is Aggravated

The situation is aggravated by memories of the AAA decision, which resulted in those who paid the tax getting nothing back, while those who balked did not have to pay. The Social Security Board was recently all set to ask for advance registration, particularly among the larger companies but because of the strong undercurrent opposition based on doubts as to the law's constitutionality the question has been left open and it is probable that nothing will be done about it until fall.

The only way the Social Security Board would have much chance of getting employers to register their employees even though doubting the law's constitutionality would probably be to furnish outside, unbiased and extremely convincing legal opinion that no rights would be sacrificed by complying with the law.

It will probably be a year after the law goes into effect before a decision can be obtained from the United States Supreme Court. In the meantime, the situation with regard to registration of

(CONTINUED ON PAGE 12)

Agent Gets Application in Thirty-five Minutes

A. B. Stoney of the J. F. Cowling agency, Minnesota Mutual Life, Morganton, N. C., secured an application in record time recently. Introduced to the prospect in a local store there at 5:29 p. m. one afternoon, Mr. Stoney immediately began talking life insurance to him but was informed by the prospect he was not interested at present. While the latter was buying some sugar, Mr. Stoney rushed across the street, got his brief case from his office, returned to the store, secured the application and a check with it for the premium, took the prospect to the examiner and had everything completed, the prospect being on his way homeward at 6:04 p. m.

Mr. Stoney entered the life insurance business in December, 1935, with no previous experience and to June 1 has paid for \$113,968. This record was achieved in a town of 5,000 population where he was a stranger when he began. He has written one or more applications each working day for the past 33 days.

Duff New Boston Program Chairman

Pittsburgher, Succeeding Fischer, Announces Convention Theme and Seven Speakers

HEADLINERS ARE BILLED

Life Underwriters Will Hear Hall, Behr, Dorr, Fitzgerald, Gantz, Powell, Bacon

Lester O. Schriver, president of the National Association of Life Underwriters, announces the appointment of Wm. M. Duff, president of the Edward A. Woods Company of Pittsburgh, to replace Chester O. Fischer, general agent Massachusetts Mutual Life, St. Louis, as chairman of the national convention program committee of the National association.

Mr. Fischer resigned as program chairman following his recent appointment to the home office of his company.

Lawrence C. Woods of the Woods agency is named vice-chairman.

Theme of Convention

"Life Insurance—A Cooperative Responsibility" has been announced as the theme of the convention to be held in Boston, Sept. 21-25.

In announcing it, Mr. Duff states that the general idea of the convention program will be to stress the various phases of cooperative responsibility—the responsibility of the insuring public in its attitude toward the cooperative institution of life insurance; the responsibility of the trustees and officers of the companies to the public, and the responsibility of the agent in this joint enterprise.

Mr. Duff announces the names of seven life insurance field men who will address this meeting.

Seven Speakers Named

The seven speakers are Milton Bacon, agent, New York Life, Jacksonville, Fla.; Louis Behr, assistant agency manager Equitable Life of New York, Chicago; Glenn B. Dorr, general agent Northwestern Mutual Life, Hartford; James E. Fitzgerald, manager Fidelity Mutual Life, San Jose, Cal.; Joseph M. Gantz, general agent Pacific Mutual Life, Cincinnati; J. Elliott Hall, general agent Penn Mutual Life, New York City; and Henry M. Powell, general agent State Mutual Life, Atlanta.

Mr. Bacon for the past 30 years has been a prominent producer for the New York Life in Jacksonville. He has been president of the Kiwanis Club and was the sponsor of a bill in the state legislature to create a department of public recreation for Jacksonville. He is the head of a state tax inquiry board and last year he successfully led a move-

(CONTINUED ON LAST PAGE)

Recruiting Is Becoming a Major Problem of Agencies

NEW YORK, June 25.—Reemployment has progressed so far among men who might make likely recruits for the life insurance business that lack of a job is more and more a cause for seriously questioning whether a man has the ability and resourcefulness which will drive him ahead in selling life insurance, according to T. G. Murrell, manager Connecticut General Life in New York City. Since starting from scratch 3½ years ago, Mr. Murrell has built up a national reputation for his recruiting and training methods and has just been nominated for president of the New York C. L. U. chapter.

Emphasis on Young Men

"This situation automatically puts emphasis on recruiting of younger men and the corresponding necessity for gearing training methods to them," he pointed out. "Older men have their habits pretty well formed. If they are the type that would have the ability to succeed in life insurance they are probably successful at what they are doing now and making enough so that what they would make in their first year or so in life insurance looks pretty meager to them."

"The young man, on the other hand, who is a likely prospect for this business may be earning little enough in his present job so that he may reasonably expect to equal his present scale of earnings in a short time and very probably reach a level that looks like real

affluence compared with what he is making now.

"Young men need a lot more detailed training and follow-up management than older men. The older man's habits of work, being more set, are the way they are, for better or worse. The young man's methods not only can be molded but must be, if his work is to be made effective. The financing problem, too, is much simpler with younger men."

"From the agency manager's point of view the necessity of dealing mainly with prospective agents who are employed means a lot more luncheon and evening appointments. This may make quite a difference in one's procedure. For example, I had been using luncheon appointments for production—now I employ them primarily for recruiting."

Engelsman Favors Plan

Another of those who have gone over wholeheartedly to the younger-recruit idea is Ralph G. Engelsman, New York City general agent Penn Mutual Life, who is the new president of the New York Life Underwriters Association. Mr. Engelsman has taken on 11 new men, all under 30, since January 1, and they are leading the company in new organization production. He believes strongly that men should come into the business while young and serve an apprenticeship period just as they would expect to do in any other line of work.

The major problem is determining

what kind of qualities to look for in a prospective agent. Among maturer men, the best bets are usually those of the specialty salesman or executive type. The common denominator seems to be the fact that they are both used to managing their own time with little or no supervision from a superior officer.

Specialty Salesman's Characteristics

The specialty salesman must fulfill the definition of one who sells a line for which the seller must establish the demand in the mind of the buyer. This ability to make people want things that they hadn't previously thought much about, coupled with the power of managing his own time, makes the specialty salesman an ideal candidate for success in life insurance selling if he has any adaptability whatever.

The executive type, besides his ability in managing his own time, is experienced in directing and influencing people, perhaps not so directly and forcefully as the specialty salesman, but often more subtly and effectively because of lack of the appearance of high pressure.

More attention is being paid to the success a man enjoyed in his previous occupation. While there are notable cases of men who had several failures before coming into life insurance and becoming star producers, the general experience is to the contrary, and the manager who tries to make a success out of a man who was a flop in his former line is bucking the law of averages.

Newspaper advertising is being used some and is moderately successful. Its drawback is that it requires the interviewing of a long line of "has-beens" and drawing account artists. There is

Nudist Contest Staged by Kansas City Agency

Herbert A. Hedges, Kansas City general agent Equitable Life of Iowa, recently entertained members of his agency at Lake Lotawanna as a climax to the agency's nudist contest in May.

During the contest, mannikins without clothing were set up in the agency office, each carrying the picture of a producer as the face. Agents had to clothe themselves with applications, which represented socks, undershirt, trousers, etc. For one agent who had a time producing, the office supplied a grass skirt; for another, two fans. One agent took his mannikin out to solicit business, and got it dressed very quickly. Agents were supposed to go to the celebration dinner dressed as they came out of the contest, but some of them fudged a little, putting on more clothes than they won. Four desperate agents went out the last day and won shoes in order to attend the meeting.

always the temptation to put on a rather unlikely specimen rather than to have nothing at all to show for the advertising campaign.

One of the best methods of attracting good potential agents is to have successful and happy agents. The failure's friends and contacts shun the life insurance business because the man they know makes no money at it. The friends of the successful man don't have to be sold into the business if they have any inclination toward life insurance selling.

According to one home office agency
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INSURANCE COMMISSIONERS SEEN IN ACTION



These pictures were taken by Harry H. Fuller of Chicago, assistant United States manager of the Zurich General Accident & Liability, at the time of the meeting of the National Association of Insurance Commissioners.

No. 1 shows the fishermen putting

out to sea at Mille Lacs Wednesday of last week, about 100 miles from St. Paul.

No. 2 was taken at the Wisconsin Dells and shows Miss Katherine Taylor, daughter of Vice-president C. G. Taylor of the Metropolitan Life, and R. Leigh-



ton Foster, former insurance superintendent of Ontario and now secretary of the Canadian Life Insurance Officers Association.

No. 3 shows Superintendent Pink of New York reclining in the boat, a hard working, zealous, resourceful fisherman

leaving the heavy trolling to his companion, Charles Dubuar, New York department actuary.

No. 4 shows two men from the New York department. On the left is J. J. Magrath, chief rating division, and Charles Wheeler head casualty division.

Bequests by Will Fewer in Number

Philanthropic and Charitable Contributions May Cause Embarrassment to Estates

LIFE INSURANCE STEPS IN

Mounting Taxes and Further Burdens Result in People Hesitating to Arrange for Legacies

Life insurance agents have a big opportunity now in cooperating with religious, philanthropic, educational and civic bodies in procuring life insurance payable to the institution inasmuch as people are not as much disposed to make outright bequests by will. There is much uncertainty in the situation with regard to estates. In days gone by, well grounded estates were based on bonds, mortgages, real estate and the highest order of common stocks. There was never much thought of any refunding of bonds. Estates therefore built on such a foundation were permanent and when the time came for administration there was no doubt as to how the estate would pay out.

In these days with so much uncertainty as to taxes and fluctuation in values, it is almost impossible to predict what will be the outcome at any particular time. There have been many embarrassing situations arising over special bequests and families have been put to it to make the payments without imposing on the residue of the estate a terrific sacrifice. It has come to such a point that many people have revised their wills, eliminating special bequests because of the uncertainty of the times. The tax situation has become more onerous and the future holds out no hope of less burdens.

Fear as to the Future

The fear of inflation and doubt as to the future have created in the minds of people considerable fear. Hence men of substance hesitate to make even modest bequests of a specific nature, not knowing what the effect will be on the estate as a whole. It is known that in hundreds of recent wills that have been made, while in the minds of the people executing them there was a desire to leave certain sums to institutions or people outside the family, the thought was not to take any chances.

This condition opens the way for life insurance men to propose to such liberal minded people the suggestion that through life insurance they can accomplish just what they desire by will. They can take out life insurance payable to the institution and make irrevocable the change of beneficiary. Therefore if this be done the premiums paid can be deducted from income tax as a gift to charity.

New Suggestion Is Made

Already some of the life insurance men have taken advantage of the situation and have suggested to persons who have had in mind bequests of this nature, the advisability of using the life insurance medium to make these contributions. Some institutions have seen the value of this form of life insurance and have called in life insurance men to do the soliciting, names to be furnished by the institution itself together with a statement for what the life insurance fund will be used and giving the agents the backing of the institution. This undoubtedly will be a big factor from now on in contributions of this nature.

Million Dollar Round Table's Membership

Harry Wright of the Equitable Life of New York in Chicago, chairman Million Dollar Round Table of the National Association of Life Underwriters, announces the membership for the forthcoming Boston convention:

Life and Qualifying Members

Charles E. Albright, Milwaukee; C. Vivian Anderson, Cincinnati; Daniel Auslander, New York; A. C. (Tex) Bayless, Houston; Louis Behr, Chicago; William H. Burns, Philadelphia; Thomas K. Carpenter, New York; Dana C. Clarke, New York; John E. Clayton, Newark; Paul W. Cook, Chicago; Clinton Davidson, New York; Leopold V. Freudberg, Washington, D. C.; Fred S. Goldstandt, New York City; Henry W. Hays, Rochester; J. Frank Holmes, Indianapolis; Samuel Kahl, Chicago; Wallace H. King, Lima, O.; Jack Lauer, Cincinnati; Felix U. Levy, New York City; Maurice Linder, Brooklyn; James E. McNamara, Chicago; Henry G. Mosler, Los Angeles; Harry Phillips, Jr., New York; Leonard L. Rothstein, New York; Thomas M. Scott, Philadelphia; Jacob W. Shoul, Newburyport, Mass.; L. A. Spencer, Youngstown, O.; Harry Steiner, Chicago; Eugene B. Stinde, St. Louis; James M. Stokes, Philadelphia; Dix Teachenor, Kansas City; S. D. Weissman, Boston; Harry T. Wright, Chicago.

Qualifying Members

W. W. Averett, Jr., Lynchburg; Paul B. Banks, Philadelphia; Harry N. Balch, New York; Roy J. Bayless, Colorado

C. L. U. Head



THOMAS G. MURRELL

T. G. Murrell of New York City, manager of the Connecticut General Life, who is the new president of the New York City C. L. U. chapter, has made a great success since he went to that city. He was formerly in Chicago in charge of the life insurance department of the general agency of Fred S. James & Co. He was the first C. L. U. president in Chicago.

Spring; Charles P. Carroll, Kansas City; Lewis N. Cotlow, New York; Robert B. Dinsmore, Princeton, N. J.; Russell W. Dozier, Oklahoma City; Wil-

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O'Malley Attacks Modern Woodmen

Examination Report of Fraternal Society Criticises Method of Operations

NOTE ASSESSMENT POWER

Net Excess of Liabilities Over Admitted Assets Set at \$8,286,322 in Missouri Audit

SOCIETY'S STATEMENT

ROCK ISLAND, ILL., June 25.—In commenting on the dispatch quoting Commissioner O'Malley and making reference to a report of examination, officials at the head office of Modern Woodmen here say that report deals very largely with technical insurance matters and involves controversial points. They also say that the criticisms were fully answered some time ago in the society's official reply filed with the Missouri department.

Drastic Changes Proposed

It was admitted that Mr. O'Malley proposed drastic changes in the Missouri insurance laws about a year ago, which would have placed fraternal on the same basis as old-line companies and officials and members of Modern Woodmen in that state cooperated with those of other societies in helping to defeat what they considered objectionable and unnecessary legislation. It was further stated that this apparently angered Superintendent O'Malley, who, in May of last year assigned eight examiners to conduct an examination of the society, which work extended over a period of eight months at a cost to the Modern Woodmen of nearly \$20,000. The examination extended only to June 30, 1935, or about a year ago.

Head office officials deny Mr. O'Malley's statement as to the society not being on a sound basis and assert that its valuation and financial reports for 1935 filed with all state insurance departments clearly and emphatically prove the contrary. That valuation report, it was stated, has been accepted by the Illinois department, in which state the organization is incorporated and chartered.

Net excess of liabilities and reserves over admitted assets in the benefit and reserve funds totaling \$8,286,322 was reported by Superintendent O'Malley of Missouri following examination of the Modern Woodmen of Rock Island, Ill. Total excess of liabilities over admitted assets, without deducting \$3,921,194 excess of assets over liabilities in the general fund, was reported to be \$12,207,516.

The report recognized the assessment power given by the "open" contract and by-laws, under which members can be called on through special assessments to restore a balance, and also that rates can be increased. The examiners stated the condition was brought about primarily by excessive mortality and too low a premium rate scale. Under Missouri law, a fraternal society is not insolvent so long as it can meet death claims and other obligations as they mature.

Mr. O'Malley, whose insurance code was defeated in the legislature largely due to efforts of fraternal which objected to imposition of taxes on them, instituted many retroactive tax suits

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Oldest of Old Stories

A few days ago this man died, rather suddenly. It was found that,—although for two years he had repulsed every Agent with the statement that he had all the insurance he needed,—he hadn't a dollar of insurance. But he did leave a widow, and an eighteen years-old son, who was to have entered a technical school in the fall.

This is the resultant situation:—The son has given up his professional career, and he and his mother, both of them without art or business experience, are endeavoring to find employment with compensation sufficient to support them.

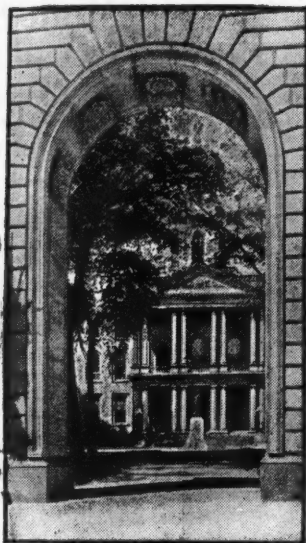
This is one the oldest of old stories in life insurance experience,—death of the father, no provision for the mother and the children, the mother searching for work, the lives of the children crippled by education limited for want of means. The incident supplies one more motivating story, usable with a reluctant prospect.

THE PENN MUTUAL LIFE INSURANCE CO.

WM. H. KINGSLEY, President

Independence Square

PHILADELPHIA



The State House at Concord

—where thoughtful safeguards have been thrown around the interests of policyholders in New Hampshire's only life insurance company—the United Life—by the requirement that securities to cover the reserve on each and every policy be deposited with the Insurance Department.

THE United Life has arranged its various policy forms so that even a limited amount of money can be stretched to meet the average situation. The problem of every man is to get all he can for the money he can invest in Life Insurance. If he is in business or engaged in one of the professions, the United Life has for him a Preferred Risk Contract. The United Life has reorganized the special character of the preferred risk.

A special problem of the average man is to continue his income to his family. It does not satisfy this purpose for him to leave them a few thousands of miscellaneous life insurance. The average family is not accustomed to manage large sums of money.

One of the most valuable contributions of the United Life has been its Salary Insurance and Income Indemnity plans, whereby a man may be sure that his family will get their United Life insurance in the form that it will do them the most good—as income.

For the business man whose responsibilities are greatest during his productive years, the United Life has a Life Expectancy policy, of extremely low cost which protects him during his earning years. The United Life builds its Policies to meet the needs of its policyholders.

A United Life plan is available to start children on an insurance program in the same manner as their parents. Children's Endowment and Educational policies which provide a program of saving for parents in preparation for responsibilities in later years, are also part of the United Life portfolio of specially designed plans to meet the needs of policyholders.

In addition to the protection of Life Insurance at low cost, the United Life will add an accident disability benefit to the majority of its contracts, thus providing added protection of a regular income should its policyholders become disabled by a bodily injury accidentally received. The United Life offers complete protection, thoughtfully geared to the needs of all classes of prospects.

Let Us Send You a New Booklet

"THE UNITED LIFE WAY"

THE UNITED LIFE AND ACCIDENT INSURANCE COMPANY

CONCORD

NEW HAMPSHIRE

—Expanding Now in Ohio, Pennsylvania, New England, Michigan, North and South Carolina—

(For Information, write Agency Department)

John Hancock Brings Out Family Independence Plan

BOSTON, June 25.—The John Hancock has announced a new family maintenance type contract, known as "family independence plan." It combines in one policy life insurance, payable as an endowment at 85, and term insurance, providing monthly income to beneficiary payable for 10, 15, or 20 years after death of insured if he dies within the term insurance period, which may be 10, 15, or 20 years, as selected. At the end of specified income period the sum insured is payable to beneficiary.

Policies of this type differ from the original family income type contract, which the John Hancock also issues, in that the income period is a specified number of years after insured's death, not the remainder of a specified number of years after issuance of policy. Illustrative rates per \$1,000 are:

Age	10 Yr.	15 Yr.	20 Yr.
20.....	\$24.81	\$27.82	\$30.59
25.....	27.23	30.46	33.51
30.....	30.38	33.95	37.50
35.....	34.55	38.72	43.22
40.....	40.30	45.61	51.71
45.....	48.62	55.86	64.51
50.....	60.92	71.30
55.....	79.11

Training Plan for New Agents

An important step in the training of new life insurance salesmen has been taken by the Life Insurance Sales Research Bureau with the publication of its new training plan, "Successful Selling," in the opinion of John Marshall Holcombe, Jr., manager.

"Recent studies made by the bureau have emphasized clearly the need not only for improved selection but also better training of life insurance salesmen," said Mr. Holcombe. "Only a little more than half of the new men appointed produce any business during their first three months under contract, but these new men account for more than 85 percent of the total production from new men during their first two years in the business. In the past we have confused education with training, losing sight of the fact that developing skill in selling and proper work habits are 80 percent of the preliminary training job. The purpose of early training is to get more men into early production and to improve the average results of these men."

Business in Force Trophy

The business in force contest carried on during the first quarter of 1936 by the Canada Life proved so successful that it has been decided to put up a shield for continuous competition among its various branches. The competition will be on a quarterly basis, with quotas based on average monthly preventable terminations being used. The branch showing the best improvement at the end of each quarter will retain the shield for the following quarter. The Lansing,

New President Is Chosen for Western Conference



HUGH H. EARLE

Insurance Commissioner Earle of Oregon, who has been elected president of the Western Conference of Insurance Commissioners, is a former local agent of Eugene, Ore. He is highly regarded in his state and is held in high esteem by his fellow commissioners.

Teikoku Life of Japan in Good Increase Last Year

A new record in new business written, substantial increase in the amount of net increase, actual mortality well below expected and yield equivalent to 5.68 percent on productive mean assets in spite of prevailing low interest rate, were reported for 1935 by the Teikoku Life of Tokyo, Japan. The company was founded in 1888. There was large appreciation in value of securities which greatly added to surplus. Profit totaled 10,943,731 yen, of which 7,821,240 yen was transferred to policyholders' dividend fund, the balance being net profit from operations.

New business totaled 227,255,200 yen, insurance in force 1,063,891,584 yen, net increase in force 155,764,889 yen, death claims 8,793,655 yen, an increase of 234,665 yen; premiums received 43,455,229 yen; total assets 199,129,763 yen, a gain of 27,052,215 yen.

Mich., branch as first winner will be the first branch to have its name engraved on the trophy.

THE WEEK IN INSURANCE

Companies now stressing death indemnity forms as against annuities and higher premium policies. **Page 1**

Prospects for voluntary compliance with requirements of social security act becoming steadily less. **Page 1**

Theme of annual convention of National Association of Life Underwriters and seven speakers on the program are announced by W. M. Duff, who has just been named program chairman, substituting for Chester O. Fischer. **Page 1**

Provision exempting life insurance earmarked for federal estate duties is eliminated from tax bill as finally passed by Congress. **Page 1**

Modern Woodmen examination report filed by Superintendent O'Malley of Missouri. **Page 3**

Research Bureau reports increase in sales of ordinary life insurance in May. **Page 13**

Recruiting is now becoming a major problem for life agencies. **Page 2**

E. W. Hughes of Rochester, N. Y., is appointed St. Louis general agent Massachusetts Mutual. **Page 20**

List of members Million Dollar Round Table is announced. **Page 3**

General American Life of St. Louis takes legal steps to mutualize. **Page 7**

Program is announced for the annual meeting of the National Negro Insurance Association at Detroit. **Page 6**

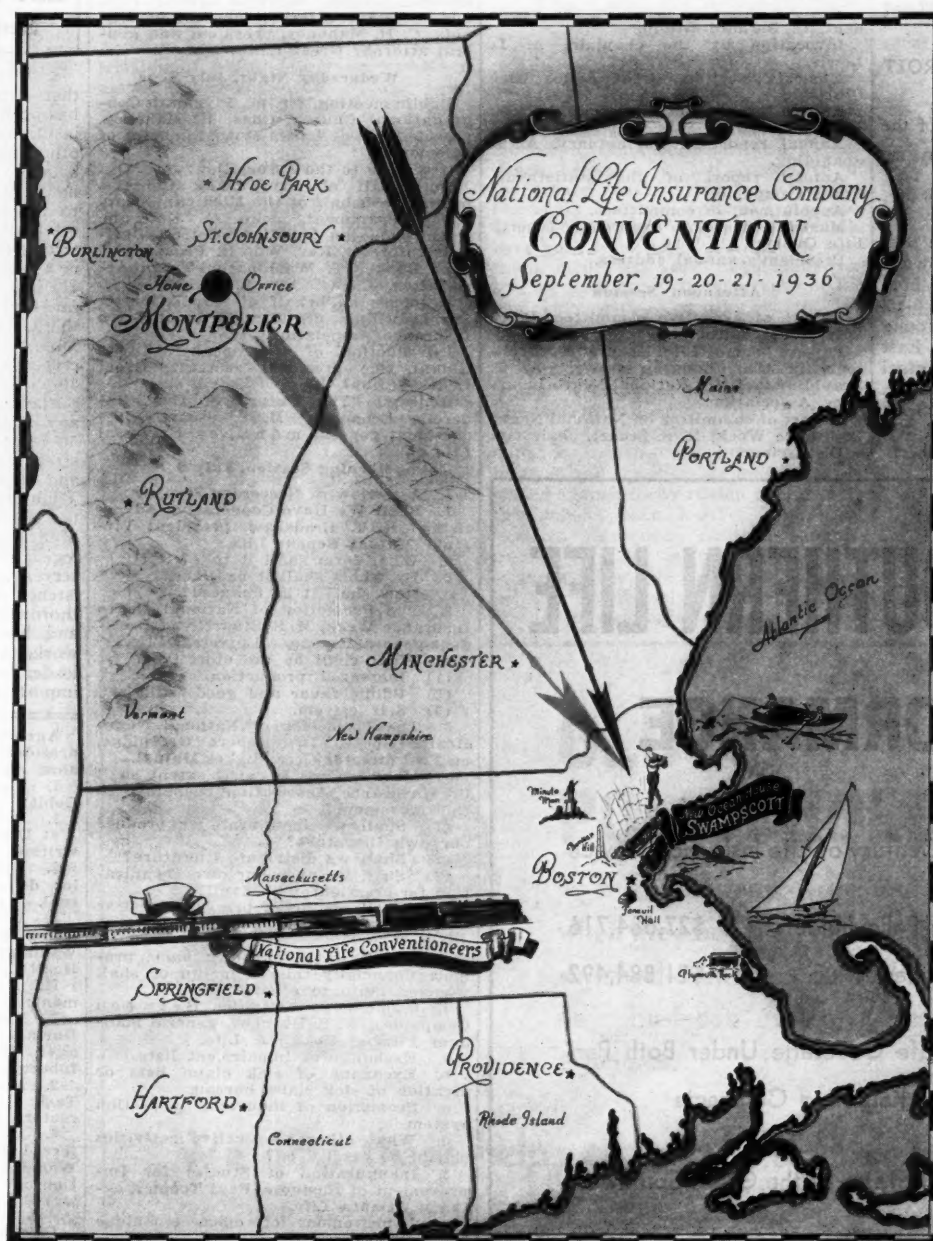
Equitable of Iowa announces new dividend schedule on 3 1/2 percent forms. **Page 17**

Many local life underwriters associations elect new officers. **Page 18**

Recent suit shows wisdom of investigating mental capacity of annuity applicants. **Page 12**

Valuable sales suggestions brought out in talk by M. Bruce Parsons before Chicago C. L. U. chapter. **Page 23**

John Hancock brings out "family independence contract." **Page 4**



Our Conventions Dovetail

The National Life Insurance Company joins with other New England life insurance companies in a cordial welcome to the National Association of Life Underwriters' convention in Boston, September 22-25, 1936.

The National Life Insurance Company's Convention closely dovetails with this, in time and place, September 19, 20, 21 at Swampscott, Massachusetts.

Let us send you the large, handsome booklet "Your Vacation in New England."

NATIONAL LIFE **INSURANCE COMPANY** **HOME OFFICE** **VERMONT**
 PURELY MUTUAL ————— ESTABLISHED 1850

Program Is Announced for Negro Group's Annual Meet

HAS CONVENTION IN DETROIT

Schedule of Events for Gathering of the National Insurance Association Is Given

The National Negro Insurance Association, composed of Negro owned and managed life companies, will hold its annual meeting at Detroit, July 8-10, the headquarters being at the Young Men's Christian Association at 635 East Elizabeth St. The Great Lakes Mutual of Detroit will be the host company. C. Bernard Gilpin, Richmond Beneficial, Richmond, Va., is president and W. Ellis Stewart of the Supreme Liberty

Life of Chicago is secretary. The program is as follows:

Meeting called to order by the president, C. Bernard Gilpin.
Invocation by the chaplain, A. L. Lewis.
Musical selection, Great Lakes Glee Club.
Annual report of the secretary, W. Ellis Stewart.
Annual report of the actuary, A. T. Spaulding.
Annual report of the statistician, Cyrus Campfield.
Appointment of committees.
Musical selection, Supreme Liberty Life Quartet.
President's annual address.

Afternoon Session

Report of executive committee, B. G. Olive, Jr., chairman.
Paper, "Some Life Insurance Problems in the Changing Order," A. T. Spaulding, actuary National Negro Insurance Association.
Report of committee on National Negro Insurance Week, M. S. Stuart, chairman.
Discussion:

I. Some Legal Problems of Insurance Companies, led by Earl B. Dickerson, general counsel, Supreme Liberty Life, and assistant attorney general of Illinois; C. H. Mahoney, president and general attorney Great Lakes Mutual.

Wednesday Night, July 8

Public meeting, 8 p. m., Plymouth Congregational Church, Chas. H. Mahoney, president Great Lakes Mutual, master of ceremonies.

Greetings to the Association:
On behalf of city, Frank Couzens, mayor; on behalf of the Michigan Insurance Department, John C. Ketcham, commission; on behalf of Detroit Business Interests, Rev. Wm. H. Peck, president Booker T. Washington Trade Association.

Response on behalf of association, C. Bernard Gilpin, president National Negro Insurance Association.

Introduction of the speaker, L. C. Blount, vice-president-secretary Great Lakes Mutual.

Address, "The Future of Our Cinderella Economy," M. S. Stuart, vice-president-general manager Universal Life.

Morning Session, July 9

I. A Review of Necessary Services:

1. Shall We Have Cooperative Advertising? B. T. Bradshaw, president Virginia Mutual Benefit Life.

a. What form shall it take?
b. By whom shall it be placed?
c. How shall it be financed?

2. The Promotion of National Negro Insurance Week, M. S. Stuart, vice-president-general manager Universal Life.

a. What shall be the objectives?
(1) Increased production.
(2) Public favor and good will.
(3) Self esteem.

3. The Promotion of National Negro Health Week, Dr. Robert Greenidge, medical director Great Lakes Mutual.

a. How far and to what extent shall the Insurance Association cooperate in this movement?

(1) Shall we inaugurate or produce our own literature?

(2) Shall we distribute literature?

(3) Shall we push our own organization for creation of goodwill?

(4) Shall we bring pressure to bear on public agencies for better health conditions?

(5) Shall we in our own name promote financially this campaign or shall we contribute to others?

4. Cooperative Activities Between Companies, W. S. Hornsby, general manager Pilgrim Health & Life.

a. Exchange of impairment lists.

b. Exchange of sick claim lists or creation of sick claim bureau.

c. Promotion of industrial inspection system.

d. What other cooperative activities should be carried on?

5. Inauguration of Studies for Improvement of Business, Fred Toomer, actuary Atlanta Life.

a. Improvement of office technique and systems.

b. Improvement of collection methods and personnel of agencies.

c. Improvement and revision of systems of compensation.

d. Labor saving devices.

e. To what extent shall we finance such studies?

6. What Shall Be the Basis of Determining Dues for Member Companies, G. D. Rogers, president Central Life.

a. What amounts are necessary to carry on activities?

b. What amounts can companies afford to pay?

7. What Shall Be the Policy of the Association Toward Elective Offices Within the Association? A. W. Williams, secretary-manager Unity Mutual Life.

a. Shall the office of president be honorary and pass from company to company or shall we elect for able and conscientious service?

b. Shall we scatter offices among as many companies as possible, or shall we concentrate offices for effective service among those best able to perform the particular service?

c. Shall we have an executive secretary to carry out the activities of the association?

(1) Shall he be a salaried employee?

(2) Shall he be an employee with no connection with any member company?

8. What Shall Be the Policy of the Association on Public Questions? Harry H. Pace, president Supreme Liberty Life.

a. Shall we speak out on questions affecting the Negro?

(1) If so, what phase or to what limits shall it confine itself?

Afternoon Session

Memorial Services conducted by chaplain, A. L. Lewis.

Life People Appreciate Senator Loneragan's Work

Life insurance people acknowledge that Senator Loneragan of Connecticut has been very fair in his attitude toward insurance at Washington on taxes and other matters. While his proposal to exempt from inheritance tax policies up to a certain amount running direct to the government for the payment of estate taxes was lost, still he put up a strong defense for his amendment. He is a Democrat and a graduate of Yale. He is a lawyer and served in the House for four Congresses and then entered the United States Senate, being elected Nov. 8, 1932. He was the first Democrat elected from Connecticut for over 50 years. He has been elected to important public office more often than any Democrat in his state for the last 50 years. He is a member of the Senate steering committee, finance committee and interstate commerce committee.

He regards the insurance business as the last bulwark of defense during times of depression, and has sought through legislative means to protect its reserves and to promote its natural existence and growth. Because of his thorough understanding of insurance, and his long experience in legislative work, he is regarded as the natural leader in Congress to handle all vitally important insurance legislation.

Agency Institute, W. E. Harrison, president North Carolina Negro Insurance Association, presiding.

I. Building Up a Profitable Industrial Debit:

1. Points in Industrial Production, J. B. Drake, South Carolina Negro Underwriters Association.

2. Keeping Down Arrears, Collins Miller, director of agents Great Lakes Mutual.

3. Management of Personnel—Stimulating Men to New Achievements, C. R. Williams, Alabama state agent Pilgrim Health & Life.

II. Building Up an Ordinary Department:

1. Reclaiming Policyholders Lost During the Depression, A. N. Lake, manager Wayne county agency Supreme Liberty Life.

2. Making Ordinary Production a Task of Debt Men, L. H. Haywood, director of agencies Atlanta Life.

3. Meeting the Competition for Preferred Risks, by representative of the Washington Life Underwriters Association.

Morning Session, July 10

Discussion:

I. The Part Which Our Colleges Must Take in the Future Development of Our Business, led by George W. Cox, director of agents, North Carolina Mutual Life; J. G. Ish, Jr., agency officer, Supreme Liberty Life.

Address, "Significance of Negro Insurance Business in Struggle for Complete Citizenship," Chas. H. Houston, special counsel National Association for the Advancement of Colored People.

Report of committees.
Election of officers.

The full list of officers is: C. Bernard Gilpin, president, Richmond Beneficial, Richmond, Va.; W. S. Hornsby, first vice-president, Pilgrim Health & Life, Augusta, Ga.; G. D. Rogers, second vice-president, Central Life, Tampa, Fla.; Chas. H. Mahoney, third vice-president, Great Lakes Mutual, Detroit; C. C. Cater, fourth vice-president, Atlanta Life, Atlanta, Ga.; W. Ellis Stewart, secretary, Supreme Liberty Life, Chicago; C. L. Townes, assistant secretary, Virginia Mutual Benefit, Richmond, Va.; A. L. Lewis, chaplain, Afro-American Life, Jacksonville, Fla.; Cyrus Campfield, statistician, Atlanta Life; A. T. Spaulding, actuary, North Carolina Mutual Life, Durham, N. C.; Harry H. Pace, general counsel; M. S. Stuart, historian, Universal Life, Memphis, Tenn.

Executive committee: B. G. Olive, Jr., chairman, Universal Life; E. M. Martin, Atlanta Life; S. W. Walker, Pilgrim Health & Life; L. D. Ervin, Afro-American Life; W. A. Jordan, Southern Aid, Richmond, Va.

GREAT SOUTHERN LIFE PERFORMANCE

Over a Quarter of a Century of Life Insurance Service

Disbursing: To Living Policyholders . . . \$27,684,716

To Beneficiaries . . . \$21,884,492

Offering Complete Life Coverage Under Both Participating and Non-Participating Contracts

Operating in the Eight States of the Great Southwest

Building Through a Field Force of More Than 1,000

Life Underwriters, Each Holding Contract Direct with

the Company.

Achieving an Institution with:

More Than \$227,000,000 Insurance in Force

More Than \$43,000,000 in Assets

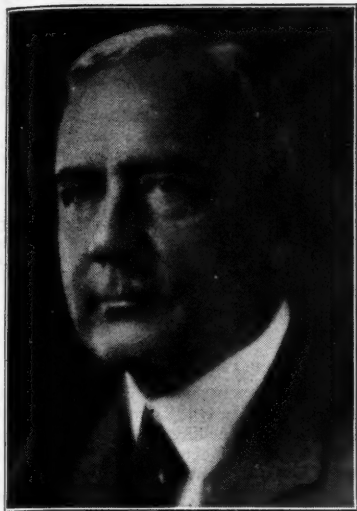
More Than \$4,700,000 in Capital and Surplus

GREAT SOUTHERN LIFE INSURANCE COMPANY

E. P. Greenwood, President

HOME OFFICE: HOUSTON, TEXAS

Program Head



W. M. DUFF

W. M. Duff, head of the Edward A. Woods Company agency of the Equitable Life of New York in Pittsburgh, has been named as chairman of the program committee for the annual convention of the National Association of Life Underwriters in Boston this fall. He was appointed to take the place of Chester O. Fischer of St. Louis, who was forced to resign as chairman of that committee due to the fact that he has been appointed to a head office position with the Massachusetts Mutual Life.

Taking Steps to Mutualize

General American Life Sets the Machinery in Motion to Change Structure of the Company

ST. LOUIS, June 25.—Another definite step in the plans for mutualization of the General American Life was taken Monday when attorneys for the company filed a declaration of desire and intention to form a company to be known as the Mutual Life of Missouri with state authorities.

The new company, under existing state laws, cannot become operative for about a month, because the notification plans must be advertised for four consecutive weeks before a charter can be legally obtained. Also before it can begin to do business and issue policies it must receive proposals from and enter into agreement in writing with not less than 100 persons for assurance upon their own lives or the lives of other persons for their benefit. It also must have received premiums on deposit of not less than \$100,000 in cash.

When these necessary steps are accomplished—and they will be within the minimum space permitted by law—it is planned to merge it with the General American Life under the latter's name to make the complete organization a mutual company.

The first board of directors is to be composed of: H. H. Langenberg, L. Ray Carter, T. O. Moloney, J. B. Strauch, W. W. Head, S. W. Souers, J. J. Moriarty, E. E. Brill, Allen May, P. B. McHenry, D. W. Hopkins, Edmund Burke and H. D. Knight.

Commencing with the annual meeting in January, 1938, an increasing number of directors will be elected direct by the policyholders until all are so named. The General American Life is the first stock life company in Missouri to mutualize.

Union Mutual the Host

The Union Mutual Life of Portland, Me., entertained on Saturday 25 members of the Boston Actuaries Club at its annual outing. A. T. Lehman, associate

actuary of the Union Mutual, was chairman of the outing committee. In addition to Mr. Lehman, President S. P. Phillips, vice-president R. E. Irish and Actuary Fred Hamblen assisted in entertaining. An all-day cruise was taken among the islands of Casco Bay.

State Seeks Premium Tax

NASHVILLE, TENN., June 25.—Seeking collection of a 2½ percent tax against approximately \$120,000 in gross premiums during the past six years, the state of Tennessee has filed suit in chancery court here against the Fidelity Mutual Life and National Life of Vermont.

The suit also seeks a ruling on the application of a six year statute of limitations on back tax collections. The state maintains that dividends accepted by the Fidelity Mutual as cash payments and not as rate readjustments are taxable, the sum amounting to \$25,405. The suit contends the same is true of cash annuity payments of the National Life, totalling \$94,042.

J. D. Tyler, formerly of Omaha, has been named district manager at Columbus, Neb., of the National Life of Vermont, in charge of Platte, Nance, Colfax and Boone counties.

Dominion's Annuity Rates Too Low, Its Actuary Says

OTTAWA, CAN., June 25.—Purchasers of Canadian government annuities should be paying rates 25 percent higher than are being charged, said A. D. Watson, chief actuary of the Dominion insurance department, in evidence before a special committee of the senate which is inquiring into the Dominion annuity system. He said \$26,000,000 instead of \$21,000,000 should have been collected for the annuity contracts made last year. The main reason, he said, was that expectancy of life has increased. Company rates, and British government rates, have been advanced accordingly.

"The trouble with our actuarial table is that it does not take cognizance of the real prevailing mortality, but was based on the mortality among annuitants in British companies from 1863 to 1893, and the dice are pretty heavily loaded against us by reason of the death rate having been lowered," said Mr. Watson. Moreover, costs of administration were not included in the government rates. He questioned whether the intent of the scheme to induce thrift among the poorer classes and to head

off old age pensions has been achieved. E. G. Blackadar, superintendent of government annuities, confirmed an earlier announcement that the government is looking into the whole question of the actuarial basis for its annuities.

Delson in Chicago Office

Louis E. Delson, well known director of public relations for insurance advertisers, announces the formation of the Selling Through Advertising Clinic with offices at 111 Washington street, Chicago. Mr. Delson has made notable contribution in the development of new advertising formats for the sale of insurance which have been awarded recognition. The Selling Through Advertising Clinic will specialize in business development work and will feature a number of patents Mr. Delson controls including "BrochuReply."

Missouri State Meeting

The annual meeting of the Missouri Life Underwriters Association will be held Oct. 24 at Columbia. Sam T. Utz, Penn Mutual Life at St. Joseph, is president.

Paul U. Cooksey has been appointed manager of the Texas Prudential of Galveston at Oklahoma City.



OLD POLICYHOLDERS

in this company write our best testimonials when they buy their new policies from us. Such satisfied clients accounted for over 50% of the new business during March in five of our agencies.

We offer these helps to our field force:

1. A Liberal General Agency Contract.
2. Financing Plan for Agency with Accounting Methods that Guide you Successfully.
3. A Detailed Plan for Finding . . . Training . . . Financing Men.
4. A Unique Supervisory System.
5. Tested Sales Helps and Organized Selling Plan.
6. A Policy for Every Purpose . . . Juvenile, Women, Group, Wholesale, Etc.
7. A Substantial 50-Year-Old Mutual Company with an Understanding, Co-operative Home Office . . . Not too big to KNOW YOU, Yet Big Enough to Command Respect Everywhere!

Our booklet "FACTS"

will be sent on request

**THE MINNESOTA MUTUAL
LIFE INSURANCE COMPANY**
SAINT PAUL, MINNESOTA

SALES RECORDS SET

Canada Life—With each branch representing an ocean liner attempting to set up a transatlantic crossing record, the field forces in Canada and the United States concluded a novel six weeks' spring campaign, which produced a volume of paid business 66 percent greater than the allotment set by the company.

Provident Life & Accident—Production for all departments during the first five months showed consistently high increases over the similar period of last year. The premium income showed \$2,638,314 for the first five months, gain \$389,990. The life department gain during the period was 20.74 percent in premiums; the personal accident and health department 5.86 percent; the railroad department 14.70 percent and the group department 23.66 percent. The gain of life insurance in force reached during the first five months has been outstanding, the total of \$7,907,946, being some \$300,000 more than the gain made during the entire year of 1935.

Minnesota Mutual—For the first five months the examined business was \$17,360,270, gain 18.34 percent. The paid for was \$11,524,926, gain 16.2 percent.

On June 1 the company passed the \$200,000,000 mark of insurance in force.

Old Line Life of America—New life insurance in May increased 43 percent over the same month last year, and for the first five months the gain was 46 percent. With a 90 percent increase in premium income, the accident and health department had its best May in six years. For the first five months the gain was 33 percent.

George Washington Life—Insurance paid for under new policies in May was 39 percent greater than a year ago. New applications in May of this year were 35 percent greater. April production was 15 percent ahead of April, 1935. E. C. Milair, vice-president and manager of agencies, before the mid-year will have visited every general agency of the company. Since the first of the year George Washington Life has been conducting an intensive plan of agency expansion and the results are now becoming apparent.

Yeomen Mutual Life—New paid business for first five months of 1936 was 37 percent ahead of the same period

last year. The goal for the year is \$10,000,000. Average size of policy has increased as well as policy payments. Ratio terminations are 25 percent less than last year. Assets have increased over \$400,000 since Jan. 1. New premium income for the first five months is 25 percent ahead of 1935 and total premium income exceeded \$1,402,000. About 60 percent of assets are in cash and in government and municipal bonds.

For the first time since 1924, the Yeomen Mutual will reenter the farm loan field.

Volunteer State Life—Paid business the first five months exceeds 1935 figures by 38 percent. Each month of 1936 has shown a substantial increase.

Pacific Mutual Life—Production of life insurance for May, \$11,035,400, is the largest month's production in over five years, and represents an increase of 67 percent over April. The company operates in 42 states and this production increase is general from a territorial standpoint.

Montana Life—Home office month, put on in May on the initiative of the field force, with Ray E. Orth, general agent at San Francisco, as general chairman, rolled up the biggest victory per man in the company's history. Production, both by volume and number of applications, was the largest per producer as well as per agent under contract, for any month since the company started business in 1910. Completed business received in May was the largest in any month since 1930, significant in view of the fact that the field force then was composed of six agents for every agent now.

Connecticut Mutual—Gained \$2,004,344 in insurance in force in May, although its new paid for business showed a 13.7 percent decrease. For the first five months the gain was \$10,726,912 and at this rate the gain of \$21,525,798 achieved in 1935 will be materially bettered by the end of this year. Forty-eight of the 68 agencies had a gain in force the first five months.

Bankers Life of Nebraska—Production in May amounted to \$4,500,000, the largest month in its history. The 49th anniversary campaign was conducted that month. The increase over May, 1935, was about 40 percent. On the final day applications totaling \$1,109,000 were recorded, the largest single day's production in history. Agency Manager Ivan De Voe divided the field force into four production groups, one headed by President H. S. Wilson, another by Secretary F. M. Sanders, a third by Treasurer Ellett Drake and the fourth by General Counsel C. P. Peterson. The group headed by Mr. Drake won.

The V. A. Marshall agency of Fairbury, Neb., had the largest production, while the R. C. Eckenrode agency of Williamsport, Pa., was the first to obtain its quota. A wall plaque will be presented to the Marshall agency at a banquet.

A. E. Payton, Los Angeles New England Mutual Life—May shows gain of 150 percent in paid-for new insurance.

Chattanooga Agency, Shenandoah Life—Was No. 1 production unit in May with more than \$350,000 paid insurance. Leading agent of the company for the month is W. W. Rymer of Chattanooga, with \$85,000 paid business.

Bruce Venzey of San Antonio, manager of the Indianapolis Life, has been elected president of the Counsellors Club of his company, having led the agency force in production and paid business in the agency year.

M. C. Burgbacher, agent Bankers Life of Iowa, Middlebourne, W. Va.—In special week's effort in his town of 769 population wrote 25 applications, or about 3 percent of all inhabitants. He conducted advance newspaper advertising and publicity, with direct mail pre-approach.

R. V. Kenyon, Grand Rapids, Mich., agent Bankers Life of Iowa—Has maintained No. 1 position in first year cash premiums among all the company's agents.

Verne B. Travis, Shenandoah Life, Richmond, Va.—Agency has 15 men connected with it now writing business at the rate of \$150,000 monthly. Its paid

for business shows an increase each month and it is expected that the total business paid for this year will be \$1,400,000. The increase for the first four months shows 435 percent. Mr. Travis took charge of the office a year ago and has made a real success. The office is in the Central National Bank Building.

H. E. Nyhart, Indianapolis, Connecticut General Life, shows 45 percent increase in premium income first five months and an increase of 105 percent for May.

S. S. Northington agency, Los Angeles, Connecticut Mutual Life—New paid-for business in May was more than double that last year and also double the April volume.

W. G. Gastil, Los Angeles, Connecticut General Life—May production shows largest gain of any month so far this year. New paid-for insurance increased 86 percent, with a gain of 40 percent for the year to date.

Spencer Heads Toledo Group

C. E. Spencer was elected president of the Toledo, O., Life Managers Association, succeeding Charles R. Bennett. Other officers are Ray C. Johnston, vice-president, and L. H. Farmer, secretary-treasurer. The name of the organization was changed from the Toledo Life Managers Club and a new constitution adopted.

"HONOR TO WHOM HONOR IS DUE"

The underwriter who produces a large volume of new business deserves honor, and usually gets it. Production Clubs bring him special recognition. More power to him!

Even more deserving of honor is the man whose business has been so WELL SOLD that he not only gets a reasonable volume of new business, but conscientiously services and conserves the old.

CASH

Through special CASH prizes and Conservation Plans, INDIANAPOLIS LIFE representatives who do outstanding work in conservation in 1936 will be HONORED AND COMPENSATED.

The guiding principle to which the Company has always adhered is "TO KEEP QUALITY, SERVICE and SAFETY FIRST."

INSURANCE IN FORCE \$96,620,826.00

INDIANAPOLIS LIFE INSURANCE CO.
Indianapolis, Ind.

Agency opportunities in Indiana, Illinois, Ohio, Texas, Iowa, Michigan, Minnesota, North Carolina, California and Florida

EDWARD B. RAUB
President

A. H. KAHLER
Supt. of Agents

DON'T MISS THIS SALES-MAKING OPPORTUNITY!



Try This Insurance Savings Plan That Actually Works.

Ordinary insurance writers become big producers with the COIN-A-DAY Bank. Let this amazingly simple plan help increase your business.

The automatic calendar control makes saving a habit by adding incentive. Everyone wants to keep "up to date." You can now provide the method.

A simple adjustable coin slot can be set to receive 10c—15c—25c or 50c each day.

Let CADA COIN-A-DAY Accumulators build sales for you.

Unconditionally guaranteed

Send Coupon or Write

CADA SALES SERVICE
325 W. MADISON ST.
CHICAGO, ILL.

Please send me _____ CADA "Coin-A-Day" Accumulators. I am enclosing \$1.00 Per Bank.

NAME _____
ADDRESS _____
CITY AND STATE _____

Only \$1.00

Acacia Mutual in New Building



The Acacia Mutual Life is now in its new home office building facing the United States Capitol in Washington. The building conforms in architectural style to the adjoining federal buildings. Six stories in height, the building includes all modern features. It has been carefully planned for efficient and economical operation. There is a completely equipped medical laboratory. Offices are soundproofed and air conditioned.

The building is designed so that additional units can be economically added as the company expands. Ultimately the building will cover the entire square.

In 1893, when President William Montgomery joined the organization, it occupied a single small room and Mr. Montgomery was the sole employee. Assets then were \$11,000 and its insurance in force, \$500,000. Through President Montgomery's vision and enterprise, the Acacia made steady progress. It now has nearly 400 home office employees, with branches in 60 principal cities. Assets now total more than \$62,500,000 and insurance in force is above \$355,000,000.

The formal opening is to take place on July 1 and the dedication will be held in conjunction with a convention of Acacia agents, Aug. 12-14.

Canadian Insurance Affairs Reviewed at Library Meet

At the annual convention of the Special Libraries Association in Montreal the insurance group was entertained at luncheon by the Sun Life.

"Social Insurance" was discussed by C. D. Rutherford, associate actuary Sun Life, at the general session. Miss A. Glover, Boston, presided at the insurance section's meeting. A. P. Earle, president Montreal Life, spoke on "The Problems of a Canadian Life Insurance Company." These are investments, taxation and inimical legislation, conservation, sale of annuities, disability insurance, and "twisters." The most serious problem is the continuation of low interest rates.

James R. Wright, editor "Brokers Magazine," dealt with the "Difficulties of the Fire and Casualty Business in Canada."

B. A. Dugal, Quebec insurance superintendent, discussed the province's insurance problems. Greater attention should be paid to the French Canadian population. Life insurance, he said, with all its complexities and difficulties should be presented to the French in their own language, in order that they might properly understand and protect themselves. There is a possible field of \$60,000,000 to justify more enterprise in this direction.

New Hampshire, Vermont to Hold Sales Congress

The New Hampshire state sales congress will take place at Manchester June 26 and the Vermont sales congress on the day after at Barre. Most of the speakers will address both meetings, except that Commissioner Sullivan of New Hampshire will address the former gathering and Commissioner Carpenter of Vermont the latter.

The programs will include E. W. Owen, manager, Sun Life of Canada in Detroit speaking on "Thirteen Keys to Success;" S. P. Davis, manager in New York City, Phoenix Mutual Life, on "How Much Would You Buy After Hearing the Words You Used in Front of a Prospect?" Harry L. Pope, agent Mutual Benefit Life in New Bedford, Mass., on "The Philosophy of a 'Cheer-upodist';" and Managing Director Hull of the National association on "Sixty-three Million Americans Can't Be Wronged." Mr. Hull will also speak June 25 at the annual meeting of the New Haven Life Underwriters Association.

Additional speakers at the New Hampshire meeting will be Governor Bridges and C. M. Broeckel, Boston district manager Retail Credit Company.

ANOTHER INSURANCE FAULT FINDER

NEW YORK, June 25.—"Life Insurance: A Critical Examination," the latest of the fault-finding books on this business, is not extremely critical in tone and much less so in the other sense of the word, for the author, Edward Berman, indulges in some very fuzzy thinking, although he is apparently sincere and not just trying to scare people for the sake of the royalties.

A few specimens of his reasoning: He complains that of all policies sold by ordinary companies operating in New York State during the eleven years 1923-1933, only 7.2 percent were terminated by death. He is talking about a group of policies with a maximum average duration of five and one-half years assuming no lapses, and the period in

which medical selection would be the most effective.

Mr. Berman is further grieved because in this group of policies only 1.3 percent were terminated by maturity. The sale of short-term endowments has never been large, however, so it is difficult to see what bearing the figure of 1.3 percent has on the general situation.

Only 10.3 percent of this group of policies terminated by expiration of their terms. The reader is evidently supposed to agree that this is very deplorable, although again, it would seem to be largely a reflection of the amount of term business sold.

Mr. Berman, whose mind could undoubtedly readily grasp the economic

(CONTINUED ON PAGE 11)

To the MEMBERS of the LIFE INSURANCE PROFESSION

An Invitation to Visit our Exhibition at the Texas Centennial in Dallas

THE TEXAS-TENNESSEE HALL OF HEROES

Occupying 1100 square feet in the Varied Industries Building, The Texas Tennessee Hall of Heroes depicts in dramatic photography, sound and music, the story of the early Tennessee pioneers who settled Texas, fought its battles, established its homes, reared its children.



A special invitation to our contemporaries in the Institution of Life Insurance is extended. Come, make our headquarters your headquarters. Free telephone service . . . writing desks and lounge space. Miss Christine Lamb, pictured above, behind the model of our exhibit, with the Solemn Ole Judge, George Hay, of Radio Station WSM, is the hostess and will be pleased to greet you.

GROWING GREATER EVERYDAY

The **NATIONAL LIFE AND ACCIDENT Insurance Co., Inc.**



HOME OFFICE, National Building, NASHVILLE, TENN.
C. A. CRAIG, Chairman of the Board, W. R. WILLS, President



THE SHIELD COMPANY

O'Malley Attacks Modern Woodmen

(CONTINUED FROM PAGE 3)

against societies recently and made a bitter attack on them at the St. Paul annual meeting of the National Association of Insurance Commissioners. The societies contended they always had been exempt from taxes due to their many relief and beneficial activities which relieved the state of responsibility of caring for many unfortunate persons. The examination covered the period May, 1935-February, 1936, and hearings on the report were held at Rock Island, Ill.

The examiners estimated that for three and a half years prior to June 30, 1935, the society's disbursements exceeded income by \$3,152,423. They estimated total liabilities and reserves \$61,038,392, admitted assets \$52,752,070; gross assets \$53,815,200, from which was deducted \$1,063,130 non-admitted assets, including \$43,652 incidental expense funds, \$45,087 contingent incidental funds, \$13,435 advances to agents, \$267,957 furniture and library, \$160,000 sanatorium chattels, \$199,726 printing plant inventory, \$26,290 office supplies, \$275,014 excess of book value of bonds over amortized value, and \$33,966 book value of real estate over market value.

Various Items Listed

Book value of real estate was set at \$5,977,188, real estate mortgage loans \$651,153, book value of bonds \$41,568,363, cash \$387,301, and contingent interest fund \$36,818. Ledger assets were \$48,620,825.

In non-ledger assets was \$1,737,327 assessments collected from members but not remitted to headquarters, \$1,941,723 automatic premium loans and \$588,187 interest due and accrued on bonds not in default.

Total reserves were placed at \$58,977,780, while June 30, 1935, unpaid claims

were set at \$1,433,327, resisted claims \$187,115, termed a normal amount. In calculating reserves the examiners took into consideration the Woodmen's experience table and also actual mortality for 1929-1934, in none of which years did the society compute or report mortality of more than 99 percent of expected. The examiners report mortality ratios as follows: 1929, 116 percent; 1930, 123 percent; 1931, 134 percent; 1932, 137 percent; 1933, 126 percent; 1934, 128 percent.

Question Deferred Surplus

The examiners questioned the so-called "deferred surplus" account, charging that various amounts were diverted from benefit fund to general expense fund by alleged arbitrary increasing of first year assessments, of which 70 percent goes to general expense fund, correspondingly decreasing renewal assessments that go entirely to benefit fund. Regular monthly dues of 15 cents a member go to general expense fund.

The report states rapid decrease occurred in general expense fund in recent years due to excess of disbursements over income available for expenses, which in the period Jan. 1, 1932-June 30, 1935, averaged \$1,250,000 a year. This fund was \$4,100,538 June 30, 1935, which, the examiners said, would be reduced to \$2,871,455 by return to benefit fund of the "deferred surplus" item of \$1,229,082. From April, 1932, to and including September, 1935, \$1,229,082 was reported as amount "diverted" from benefit fund to general fund under the term "deferred surplus," the amounts being: 1932, \$260,660; 1933, \$490,002; 1934, \$353,420; first nine months 1935, \$125,000. The amount as of June 30, 1935, was \$1,184,082, the report stated. The examiners

stated when they questioned this transfer officials transferred to benefit fund the deferred surplus item of \$1,229,082.

Mr. O'Malley's report stresses need for economy in operations, stating that even with steps already taken to reduce expenses there will be excess of disbursements over income available for expenses. The report said, "At this rate, it can be seen that the balance of liquid assets in the general expense fund will be exhausted within a short time." As of June 30, 1935, general expense fund assets included: Bank balances \$113,590, bonds \$2,472,063, home office buildings \$496,348, sanatorium \$1,018,535, a total of \$4,100,538. But with transfer of \$1,229,082 to benefit fund balance is \$2,871,455. Allowing for adjustments due to the transfer, the report estimates actual deficit in general fund operations (excess of disbursements over income) was 1932, \$1,318,501; 1933, \$1,768,281; 1934, \$825,713, and first six months of 1935, \$424,010.

Object to Salary Scale

The report criticizes operating expenses, particularly payment of \$10,000 salary annually to each of nine directors, including F. M. McDavid, Springfield, Mo., who was prominent in the fight against the insurance code. National President A. R. Talbot, Lincoln, Neb., was paid \$25,000 a year salary, and J. R. Ray, Rock Island, secretary, \$15,000.

The report details provisions of a contract with Frank W. Pearson, Inc., Chicago, effected in 1929 under which Pearson's organization solicited members to exchange old certificates for new ones under revised by-laws. The contract was terminated in January, 1931.

As of Aug. 31, 1935, the report placed insurance in force at \$644,892,856, there being 496,113 members, 21,985 being juvenile or junior members. Missouri members carry \$45,133,354 and Illinois members \$103,613,488. Under this con-

tract, the report stated, there was paid to Pearson a sum equal to 45 percent of first year assessment paid by all members who exchanged certificates, the same percentage being paid in reinstatements; under settlements with members 70 years of age or older, Pearson was paid \$5 per \$1,000 plus 45 percent of first year assessment if the older members took new certificates for the amount over and above paid up protection under the certificates.

Amounts paid in connection with the Pearson contract, including \$806,392 expenses not paid to Pearson were listed as: 1929, \$978,480; 1930, \$7,495,586; 1931, \$4,173,154; 1932, \$536,573, and 1933, \$3,352. The society's records show insurance on exchanges completed to December, 1932: Exchanges \$648,941,336, increases \$33,496,800, double indemnity \$124,164,595, limited accident \$2,292,500, paid up \$5,670,220, and cash settlements \$12,031,550. All members who entered the society prior to 1929 who did not exchange certificates were placed on step rate or current cost plan. On June 30, 1935, there remained about 45,000 members still carrying insurance on current cost plan.

Society Continued Work

After termination of the Pearson contract the society continued to make exchanges through its own field forces. In 1933, 1934 and the first six months of 1935 the cost of these new exchanges was placed at \$365,827.

Another matter covered at some length in the report is a real estate deal through which the society acquired the Steuben Club for the two Kansas City apartments.

The examiners stated in regard to President Talbot's offices in Lincoln, that much of the work done there duplicates home office work, and could be better and more economically done in Rock Island. At Lincoln there were 42 employees, payroll and rent approximating \$125,000 a year, half of which, the examiners said, could be saved by eliminating the Lincoln office.

As of June 30, 1935, the society owned and operated 20 hotels and apartments in Chicago with book value \$2,949,478, the operating organization being Modern Management Association. The society's balance sheet carries these properties at \$3,274,879, the examiners stated, a difference of \$325,401, explained by difference in accounting methods. The Chicago properties were said to be satisfactorily managed.

The report criticised alleged lack of effort to locate beneficiaries in some cases and to settle claims approved for payment.

Touching on the ratio of actual to expected mortality the report stated in 1930-34, inclusive, excess of actual death losses over expected was \$19,836,519. Computation of automatic assessments loans was criticised, it being claimed members in most cases did not receive full value of certificates to which they were entitled.

Alleged failure to set up accumulation reserves on current cost certificates not rerated also was criticised.

The report stated the society should take steps immediately to place itself on a sound basis, to compute reserve accurately as of Dec. 31, 1935, on a mortality basis which reasonably can be expected to reflect future mortality.

"From the Cradle to Retirement" No. 6

THE NEED: To capitalize life value and continue family's share of income.

THE CONTRACT: Family Maintenance Plan.

Written by Atlantic Life, through a term rider attached to standard plans of insurance, to give a monthly income in amounts from \$25 up for periods of 120, 180, or 240 months, extending from date of death of breadwinner if occurring within a period of 10, 15, or 20 years from issue of contract, plus payment of face amount at end of income period. This flexible plan permits adaptation to varying family needs, making an ideal contract.

Atlantic Life Insurance Co.

RICHMOND, VIRGINIA

Angus O. Swink
President

Wm. H. Harrison
Vice Pres. & Supt. of Agencies

For Information regarding

**DESIRABLE AGENCY CONTRACTS
and
LOW NET COST LIFE INSURANCE**

Write to:

ERNEST C. MILAIR, Vice President

George Washington Life Insurance Company

Charleston, West Virginia
CHARLES L. PRESTON, President



Knott Bars Six Associations

Commissioner Knott has notified six insurance associations to cease operations in Florida until they are properly qualified. He said they are violating the state insurance laws and declared a new charter would be required in most instances in order to qualify.

The concerns named are the American Home Protective Association, Metropolitan Mutual Benefit Corporation, Atlantic Mutual Life Corporation, International Peace Officers' Protective Union, Workers & Farmers Cooperative Association and Florida Benevolent Society.

Speakers for Boston Meeting



GLENN B. DORR



J. ELLIOTT HALL

Among the speakers on the program at the annual convention of the National Association of Life Underwriters this fall will be Glenn B. Dorr, general agent Northwestern Mutual Life in Hartford, and J. Elliott Hall, retired general agent of the Penn Mutual Life in New York City. These are two of the seven speakers announced this week by Program Chairman W. M. Duff.

Insurance Stands Supreme as Rainy Day Investment

The depression tested all plans for providing for the rainy day and among them insurance is supreme, said R. D. Cahn, financial analyst of the Chicago "Tribune" recently. Fifty leading American stocks had an average price of \$306 a share on Sept. 7, 1929. On June 8, 1932, the same 50 stocks were worth \$34.42 per share on the average, losing nearly nine tenths of their value. At the present time they are worth approximately \$118.51 per share. "The individual who had his investments in these 15 prime securities would be worth now a little more than a third of what he was seven years ago. If he bought the most spectacular issues of 1929 as an investment, in all probability he was wiped out entirely," said Mr. Cahn. Mortgage bonds attracted many investors. In the last seven years these bonds have lost between 65 and 98 percent of their value. Although the exact reduction in values of real estate is not available, it is estimated by experts that the reduction in value of improved and well built real estate is about 60 percent.

"In the midst of these crushing values, life insurance as a whole emerges from the depression with a brilliant record. The management of the companies by and large has been proved. In the worst depression the country has seen insurance benefits alone have stood up and avoided depreciation. In the period in which real estate lost half of its sales value, even the best stocks dropped by almost 90

percent and speculative securities dropped to the vanishing point, insurance benefits alone held at 100 percent.

"The bulk of life insurance outstanding during the depression was purchased between 1920 and 1929. The purchasing value of the dollar in 1920 was 47 cents, taking a dollar as its buying power in 1913. In 1929 the purchasing power was 57 cents, now it is 70 cents. In other words, the dollar is valued now between 33 percent and 49 percent higher than it was when the bulk of the life insurance now in force was purchased. At the end of the worst economic catastrophe the purchasing power of the dollar of insurance benefits is actually far greater than when the policy was written."

Million Dollar Round Table 1936 Membership Announced

(CONTINUED FROM PAGE 3)

liam J. Fraley, High Point, N. C.; Harry M. Gershon, Atlanta, Ga.; Lee D. Hemingway, Pittsburgh; John D. Hibbard, Grand Rapids; Robert Hirsch, Chicago; Charles B. Johnson, Boston; Harold E. Kaye, Los Angeles; Albert L. Lanphear, Chicago; Stanley E. Martin, Columbus; John Morrell, Chicago; Lowell L. Newman, Fort Wayne; A. J. Ostheimer III, Philadelphia; Bruce Parsons, Chicago; Phineas Prouty, Jr., Los Angeles; Joseph H. Reese, Philadelphia; William E. Sander, Seattle; Marvin Sherman, Los Angeles; John O. Todd, Minneapolis; Malcolm D. Vail, Chicago; J. Mattocks White, Boston; H. E. Wuertenbaecher, Jr., St. Louis.

Life Members

Herbert F. Austin, Patchogue, N. Y.; H. A. Binder, San Francisco; Louis B.

Bloom, New York; W. Lester Brooks, Charlotte, N. C.; Philip D. Broughton, New York; Manning P. Brown, Philadelphia; Robert A. Brown, Los Angeles; Lloyd H. Bunting, New York; Paul F. Clark, Boston; William O. Cord, Dayton; Thomas A. Cox, Oakland; R. U. Darby, Baltimore; Harry I. Davis, Atlanta; M. J. Donnelly, New Castle, Pa.; William M. Duff, Pittsburgh; Julius M. Eisendrath, New York; Gerald A. Eubank, New York; Cecil Frankel, Los Angeles; J. Douglas Freeman, Baltimore; Max Hemmendinger, Newark; J. D. E. Jones, Boston; Herman Kramer, Chicago; George E. Lackey, Detroit; Edwin M. Lillis, Erie, Pa.; Earl G. Manning, Boston; Sigourney Mellor, Philadelphia; Theodore M. Riehle, New York; Louis G. Rude, Newark; Louis C. Roth, Buffalo; George H. Schumacher, Cleveland; Julian W. Schwab, Indianapolis; A. M. Sheldon, Minneapolis; Leon Gilbert Simon, New York; Caleb R. Smith, Lansing; Stuart F. Smith, Philadelphia; J. E. B. Sweeney, Wheeling; Harold L. Taylor, New York; Grant Taggart, Cowley, Wyo.

Designation of Membership

Life and Qualifying Members—Those who have produced at least \$1,000,000 of regular life insurance during the calendar year of 1935, or during any 12 con-

secutive months' period ending after Sept. 1, 1935, and prior to Sept. 1, 1936. And in addition, are life members because they have been members and have produced at least \$1,000,000 for a period of 3 consecutive years.

Qualifying Members—Those who have produced at least \$1,000,000 of regular life insurance during the calendar year of 1935, or during a 12 consecutive months' period ending after Sept. 1, 1935, and prior to Sept. 1, 1936.

Life Members—Those who have been members and produced at least \$1,000,000 for a period of three consecutive years.

Another Insurance Fault Finder Expounds His Views

(CONTINUED FROM PAGE 9)

absurdity of charging the same price per pound for coal by the carload, by the ton, and by the pailful, nevertheless rails against the injustice of industrial insurance because the policyholder has to pay a higher rate per dollar for protection than under ordinary forms.

He is convinced that the Massachusetts savings banks system of life insurance would be a fine thing to have extended to the rest of the country.

Are You Interested In:

• Liberal Policy Forms?

Guarantee Mutual policies are unrestricted, except to conform to Insurance laws and rulings.

• Low Participating Rates?

Less than a half dozen American companies are as low. Check your compendiums.

• A True Dividend Schedule?

As nearly true and equitable as is possible to create. Has not been reduced since adoption four years ago.

• Low Net Cost?

Few American companies can equal the low net cost of Guarantee Mutual policies.

If we have ALL of the above features to offer, PLUS a place to use YOU—if you are above average and there is a reason for you to be interested in a liberal General Agents contract—tell us your complete story.



Direct your letter to
A. B. OLSON, Manager of Agencies

**GUARANTEE MUTUAL
LIFE COMPANY**

OMAHA, NEB.

Organized 1901

LICENSED IN TWENTY-FIVE STATES AND THE DISTRICT OF COLUMBIA

TEAM MATES IN THE FIELD OF COMPLETE INCOME PROTECTION

LOYAL PROTECTIVE
INSURANCE COMPANY
Organized 1895

LOYAL LIFE
INSURANCE COMPANY
Organized 1935

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TO PROSPECTIVE AGENTS

The PRESTIGE of forty-one years of outstanding success in the Health and Accident Field and OPPORTUNITY FOR ADVANCEMENT with a young, financially strong and aggressive entrant in the Life Field.

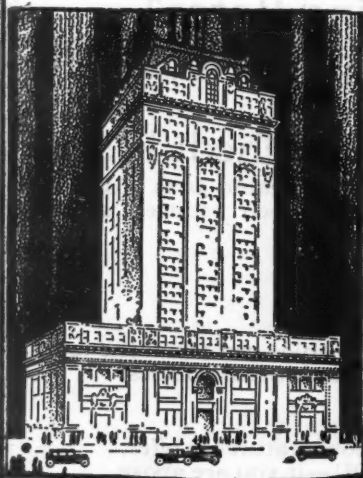
growing

every

month

growing . . .
January gain insurance in force...\$1,618,298
growing . . .
February gain insurance in force...\$1,972,773
growing . . .
March gain insurance in force...\$1,412,217
growing . . .
April gain insurance in force...\$1,408,765
growing . . .
May gain insurance in force...\$1,495,893

Total Gain for year 1935\$7,607,450
Total Gain first five months of 1936...\$7,907,946



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LIFE AND ACCIDENT

INSURANCE COMPANY

CHATTANOOGA

protecting provident people since 1887

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AS SEEN FROM NEW YORK

By R. B. MITCHELL

WOMEN'S DIVISION IN CONFERENCE

For three days Mrs. Charlotte B. Walrath and her Equitable unit of women agents of New York, held a conference at Camp Natoma, Otsego Lake, Cooperstown, N. Y. Members attended from all parts of the state. Sophia Bliven, women's division manager Penn Mutual, in Philadelphia, conducted two sessions.

She discussed problems of professional women and housewives, suggesting many ways in which women agents could help in solution of these perplexities. Other speakers and visitors were H. C. Nolting, agency manager Equitable Life of New York in Syracuse; Paul Gorman, group supervisor, central New York, and J. L. Beesley, cashier Syracuse agency.

RECORD FOR MAY

The New York City Life Underwriters Association has announced that the estimate of total sales of life insurance in New York City for May is \$58,160,000 as against \$54,640,000 for May, 1935.

W. M. HARRIS TO RETIRE

W. M. Harris, inspector of agencies of the New York Life in charge of Greater New York territory, is retiring from business July 1. He has returned from a trip around the world on the "Empress of Britain," two of the passengers being Arthur Hunter, vice-president and actuary of the New York Life, and Lawrence Priddy, who in days gone by was one of the largest producers and was president of the National Association of Life Underwriters and the New York City association. Mr. Harris went to the Republican national convention in Cleveland, as he is a former Kansan, and hobnobbed with William Allen White of Emporia, the newspaper editor. Mr. Harris started in the business 47 years ago with the New York Life at Wichita, Kan. He was office boy and the cashier was Thomas A. Buckner, now president. Mr. Harris was formerly cashier of the clearing house at Chicago before going to New York.

Mr. Harris has been with the New York Life for 47 years and has been 29 years inspector of agencies in New York City in charge of all the offices in Greater New York. He became one of the greatest organizers when he left Chicago. He developed into one of the biggest life insurance supervisors in New York City and in addition to his success in the life insurance field he has become wealthy and has been very fortunate in his investments.

IMPORTANT DECISION MADE

New York's section 15 of the personal property act not only protects settlement option income from being garnished by judgment creditors of the beneficiary while in the hands of the insurance company but also bars creditors from recovering such payments even after they are in the hands of the beneficiary. The New York court of appeals so decided in the case of Crossman vs. Rauch, reversing the verdict in the trial court.

The importance of this latest decision to agents is very great, since the protection of section 15 and of similar statutes in other states has proved to be of definite value directly and indirectly in selling life insurance. The only exception to section 15 protection is in action to recover for "necessaries," such as food, clothing, and shelter, a point not involved in this case.

According to T. J. Kavanagh, attorney for Mrs. Rauch, the Crossman Company, balked in an earlier attempt to seize income payments in the hands of the life company, brought action under a new section of the civil practice act which gave the court the power to order the debtor to pay to the judgment creditor "such portion of his income, however or whenever earned or

acquired, after due regard for the reasonable requirements of the judgment debtor and his family if dependent upon him." The real purpose of the new law was to offset fraudulent devices on the part of judgment debtors who entered so-called "friendly judgments" and it was designed to compel dishonest judgment debtors to apply hidden property to the payment of their judgments.

The original case, in which the Crossman Company tried to reach funds in the hands of the life company, was carried through to the court of appeals, the state's highest court. It was decided Jan. 9, 1934, and is known as Crossman Co. vs. Rauch, 263 N. Y. 264. Until the present decision of the appellate division there was some doubt as to the effect of the new law (section 793 of the civil practice act) on section 15 of the personal property law and the lower court's adverse decision made the outlook even darker.

MENTAL CAPACITY INVESTIGATION

The recent abandoning of a suit against a large eastern life company by heirs of an aged man who had bought a straight annuity and died shortly afterward indicates the wisdom of companies in investigating the mental capacity of all annuity applications where the buyer's age is such as to bring about the possibility of claims that the annuitant was of unsound mind when he bought the annuity.

Life company legal departments get a surprising number of such cases every year but most of them are dropped before trial and one company counsel of long experience said he had never heard of a plaintiff winning such a suit. Those bringing such actions appear often to be motivated by the hope that the company will settle for a small amount rather than fight the case through the court.

Courts have not proven sympathetic to the idea that Uncle Hezekiah was necessarily non compos mentis just because he chose to get a 10 percent return from his money rather than take a smaller amount and leave the principal to his loving nephews or nieces. Usually the annuitant in such cases has no immediate descendants. His buying of an annuity is in fact a proof of sound mind rather than the reverse and even if faculties were not all they once had been, he had a lucid interval when he bought himself an annuity.

KNIGHT AGENCY OUTING

The Charles B. Knight agency of the Union Central Life held its annual outing last week at the Westchester Country Club, with about 150 members of the agency and guests present. Wendel Hanselman, superintendent of agencies, represented the home office.

Walter E. Barton, president of the agency, was toastmaster at the dinner. Vice-president and Treasurer P. S. Ranck awarded prizes to D. H. Ward and Herman Stark as heads of the winning and runner-up leagues respectively in the agency's recent "baseball" contest. Individual winners included Kenneth Hylton, Mert Gordon, Lester Rosen, Sherry Baketel, Isadore Fleshner, Dick Scheiner, Rinaldo Troups, and Ferd Burgdorff.

Sports and card awards were won by Oscar Wirtz, John Cole, Henry Wolters, R. W. Troupe, Sam Smith, Richard Trotman, Ed Pilcher, Herman Stark, H. Hirschenberg, Lester Jones, B. L. Bonder, William Rieders, Joseph Gross and Irving Blank.

LIFE MANAGERS OUTING

The Greater New York Life Managers' Association held its annual all-day outing last week at the Rockville Centre Country Club, the managers inviting their supervisors as their guests. At the dinner, Toastmaster Harry Gar-

diner, general agent John Hancock Mutual Life, introduced as speakers Mayor H. L. Allen of Rockville Centre, well known to many life men through his connection with the Retail Credit Company; R. G. Engelsman, general agent Penn Mutual Life and newly elected president of the New York City Life Underwriters Association; J. F. MacGrath, Fidelity Mutual Life, new president of the Life Supervisors' Association; and E. W. Allen, general agent New England Mutual Life, who preceded Mr. Gardiner as head of the managers' organization.

The supervisors' golf handicap was won by Roe A. Maier of the Luther-Kemper agency of the Aetna Life, while the managers' handicap was won by M. J. Lauer of the Continental American Life.

MANAGER JONES HONORED

Manager A. H. Jones of the Mutual Life of New York in New York City was honored at a surprise luncheon given by 45 men of the agency to mark the completion of his first year as manager. The agency was formerly headed by the late W. E. Diefendorf.

Risk Is Held Accepted in Ruling on Binding Receipt

The New Jersey court of errors and appeals has affirmed the judgment of the Hudson county supreme court, in the case of Reck vs. the Prudential, in which it was held that when the applicant for a life policy pays the first premium to the agent and takes a binding receipt, it may be presumed that the company has accepted the risk unless it informs the applicant of its rejection within a reasonable time.

In this case, the deceased applied for a \$1,000 intermediate policy at monthly premium of \$3.56, arranging with the agent to hold up the application one week. At the end of that period he paid the first month's premium and receiving a binding receipt, acknowledging the insurance was in force immediately subject to acceptance of the risk, and agreeing that if the risk was declined, the company would return the premium paid. Reck died two days later.

In affirming the original decision, the court of errors and appeals stated, "Formal written approval by the company at its home office was not necessary; its approval could be inferred from retention of the premium. The question of what was a reasonable time for the return of the premium was for the jury."

Voluntary Compliance Has Been Thrown Into Discard

(CONTINUED FROM PAGE 1)

employees will be chaotic. Failure to register employees at the beginning of the year will mean all sorts of confusion, complicated by deaths occurring during the period, on which death benefits must be paid; also cash retirement payments for those reaching 65. These items will be small but will represent a lot of bookkeeping, as the number of deaths alone among the 25,000,000 who will be under the act has been estimated at 5,000 per day.

Recruiting Becomes Major Problem of Agencies Today

(CONTINUED FROM PAGE 2)

executive, the problem of recruiting today is largely on the prospecting end. That is, the men who are taken on are doing just about as well as new men ever do, but it is necessary to see many more men than formerly to get one who is qualified for the business and is willing to come into it. It takes vastly more sifting than ever before but the recruits finally obtained are just as good as those in more normal times.

American People Need to Be Resold on Old Virtues

By Otto Garr Tague

I had a conference the other day with an executive of the International Building & Loan Association. I wanted to learn the extent to which other institutions of savings are affected by the conditions to which life insurance executives are giving so much thought. He is a man who has given more than 50 years of uninterrupted service to his association—a man who is thoroughly familiar with conditions throughout this country and many other nations.

"What the American people are thinking about, if, indeed, they are really thinking at all," he said, "is more than I can understand. Admittedly, we are facing a housing shortage of tremendous importance. Admittedly, there is a vast fund of uninvested capital seeking profitable employment. Yet with these two conditions that are usually considered of fundamental necessity to the best interests of the building and loan business, individual members of our American association are daily sending out notices to their members announcing decrease in interest rates on deposits. Look at this one that I had in this morning's mail."

Trend of Interest Rate Is Certainly Downward

He handed me a letter from one of the strongest building and loan companies in Cincinnati—a city known for its adherence to the principles of thrift. I quote from that letter:

"Heretofore this association has always paid interest at the maximum rate of 3½ or 4 percent. . . . Effective on June 1, 1936, the maximum rate . . . is hereby changed to 3 percent. Money on which we can get no return con-

tinues to increase, despite the fact that we advertise for loans daily and lead all other financial institutions in the number of loans made. We have not solicited or advertised for deposits for more than six months, have limited new accounts and refused large amounts, hoping thereby to stop the accumulation of money until it could be profitably and safely invested. We carry large balances in the banks on which we receive no return whatever. When the interest to you was reduced from 4 percent to 3½ percent we gave a reduction to existing borrowers. . . . When we give an additional reduction to borrowers it will make our interest rate to borrowers the lowest in 25 years. . . ."

People Need to Be Told the Truth

"Do you believe that this reduction in rates on loans will materially increase the demand for money?" I asked this International Building & Loan executive.

"Not at all," was his emphatic rejoinder. "Capital will not be in demand as long as present policies and trends continue."

"What, in your judgment, is the answer to it all?" I asked.

"Reselling our people on the old American ways of doing business!" he exclaimed. "In all of my 73 years I have never lost faith in the soundness of the final judgment of our people whenever they have been given the opportunity to become informed. Right now they are not informed. They are just befuddled. Their hopes have been played upon by the vendors of so many patent medicines that have tasted sweet that they are like a hypochondriac who has become drugged. One nostrum after another has been fed to them without their realization that each dose they swallow just serves to intensify their troubles. They must be brought to the realization that what they need more than all else is to swear off all patent medicines and adopt the simple dieting regime that has always heretofore restored them to normal well being."

Business Leadership Should Be in Control

"More than anything else they need the business leadership of the country to accept and discharge the responsibilities it has assumed and has always, heretofore, discharged. Political leadership has failed them. It is time for the business leadership to which they have always looked for safe guidance to step out and start calling a spade a spade. The people must be reestablished upon the sound fundamentals that have served them so well."

"I think that your life insurance friends, as the managers of the biggest factor in our people's welfare, should take the lead in the educational work that is so sorely needed. I am sure that once the ice is broken by such a representative and respected group, we of other smaller groups will be found following suit. With the combined efforts of all of us who earned the confidence of the American people long before the patent medicine men appeared on the scene, our people can be brought back to the sound principles of thrift and frugality that have been so important in our national life and attainments and that have made of life insurance and the building and loan companies of the country such important factors of our American system. You can't make me believe that they are willing to scrap all that they have done and follow the people of Russia, Germany, Italy and other European nations into the mo-

ness in which I have personally seen them struggling. . . ."

Another highly gratifying and profitable result of the consistent education of policyholders was uncovered in my interview with A. L. Portteus, vice-president Indianapolis Life, who stated that so far this year lapsation rate has been only 6.2 percent. This is a reduction of material importance below the 1935 rate which, at 8.7 percent, was something that many companies would be pleased to attain.

"We see nothing in the holding of policyholders that is essentially different from the problem that confronts other lines of business in maintaining the goodwill and patronage of customers," said Mr. Portteus. "We believe that when a man becomes the owner of a policy in our company, our job of selling has just begun. Obviously, he has recognized a need for life insurance and has, at least to an extent, supplied that recognized need through the purchase of a policy. But immediately the competition of other things comes into the picture and the new policyholder, unless he can be made to continue to feel the greater importance that his insurance plays in his scheme of life, may be inclined to succumb to the competition of the automobile, radio or other things the desirable qualities of which are constantly being hammered into him by those who manufacture or sell them."

"We do not propose to leave this field of competition freely open to our competitors. So we see to it that each policyholder in our company receives from us, at frequent intervals other than those in which we ask him for premium payments, various sorts of educational

matter that will keep him sold on life insurance and our company. The result has been very gratifying. Yet it is one that we believe can still be improved."

That is what impresses me with so much of hopefulness. If the education of policyholders along these lines can be made so resultful and profitable, their education along broader and more inclusive lines cannot fail to show similarly profitable results.

Georgia Not to Retain Assets

Reversing the lower court, the Georgia supreme court has held that the courts of Georgia may not seize the Georgia assets of the Missouri State Life and apply them in satisfaction of the claims of citizens of Georgia.

This cannot be done, according to the court, because the proceeding is in violation of article 4, section 1, of the constitution of the United States, which requires that full faith and credit be given to the public acts and judgments of other states, when not in conflict with Georgia law. Georgia law is not in conflict with the Missouri statute upon the same subject. The case was O'Malley, et al, vs. Wilson, et al.

Hartford Chapter Elects

The following officers have been elected by the Hartford C. L. U. chapter: President, W. S. Pratt; vice-president, A. F. Stolz; and secretary-treasurer, R. E. Benjamin.

Vice-president Brownwell Dies

Richard E. Brownwell, vice-president Baltimore Life, died Thursday.

Ordinary Sales in First Increase Since November

May ordinary life sales in the United States were 1 percent ahead of those for the same month last year, according to the Sales Research Bureau. This is the first month since November, 1935, that sales have shown an improvement over the same month of the previous year. The bureau's figures are based on reports received from companies having in force more than 90 percent of the ordinary insurance in force.

Sales for the first five months showed an 11 percent decline. Sales during the year ending May 31 were off 6 percent.

The improvement in sales in the middle Atlantic section, comprising New York, New Jersey and Pennsylvania, where the proportion of business written is larger than that of any other section, is the principal reason for the favorable report for the country as a whole.

The medium size companies made the best progress in the first five months, 61 percent of those in the \$150,000,000 to \$400,000,000 in force showing gains while only 34 percent of the larger companies are ahead and 40 percent of the smaller companies.

Comparative sales for May by districts and cities follow:

Districts	%
New England	+1
Middle Atlantic	+5
East North Central	-3
West North Central	-3
South Atlantic	-1
East South Central	-10
West South Central	+2
Mountain	+9
Pacific	+3
Cities	%
Boston	+4
Chicago	-3
Cleveland	-7
Detroit	-7
Los Angeles	+6
New York	+9
Philadelphia	+7
St. Louis	+3

* MODERN LIFE INSURANCE SINCE 1845 *



NATIONAL CAMPAIGN FEATURES THE MUTUAL BENEFIT MAN

Month after month, the Mutual Benefit national advertising message goes into millions of homes and offices. "A good product," we say, naturally.

But equally important, every advertisement is building acceptance for the idea that the Mutual Benefit man is a good man to know. That theme—and its variations—is opening doors for Mutual Benefit representatives.

The
MUTUAL BENEFIT

LIFE INSURANCE COMPANY • NEWARK • N. J.

EDITORIAL COMMENT

Failure of Loneran Amendment

FAILURE of the LONERAN amendment exempting from federal estate tax life insurance earmarked for death duties, to get through conference committee, was due to the Treasury Department's present urgent need for every dollar of revenue rather than to lack of appreciation of the measure's merits by Senate and House conferees, its sponsors believe. It is believed that considerable progress has been made in getting the principle it embodies recognized by members of Congress and that at another session, when the need of revenue is not so pressing, it will be possible to have the Loneran amendment idea embodied into law.

The Treasury Department estimated that the amendment would mean a loss of \$50,000,000 a year in revenue. The National Association of Life Underwriters strove to show that this loss would be offset in large measure by the result-

ing avoidance of the necessity of breaking up tax-paying entities through liquidation forced by the necessity of raising revenue.

It is understood that the Loneran amendment had the unanimous support of Senate conferees and of a majority of the House conferees at the start of the committee's deliberations. It appears likely that President Roosevelt's firm grip on a majority of the House's members and his known opposition to anything which would cut the revenue expected from the bill really killed the Loneran amendment. The Senate passed the amendment. However, it is quite likely that at the next session of Congress the President's authority over members of the House will be considerably less absolute than it was at the session just ended and that the justice of eliminating what is in effect double taxation will be legally recognized.

The Beneficiary Speaks

"I CAN'T AFFORD to pay the premiums" and its equivalents are heard every day by life insurance agents. Answers to that objection have been devised by sales executives in their lists of common objections an agent meets. But the best answers can be secured from beneficiaries—widows who have gone through trying circumstances.

"Then all the privations we had endured to keep his insurance policies in force turned out to be burden-lifters."

"Every time the annual premiums fell due on my husband's life insurance policies I objected to their being paid. . . I have made a complete reversal in my attitude."

"I recommend that young people especially carry insurance even to the point of self denial, as no sacrifice is too great to justify this security."

"Without life insurance I should feel lost indeed. It was the only wise investment my husband ever made."

Those statements come from women who have lost their husbands and who

have had to straighten out financial entanglements and make provisions for their family's future livelihood. Those women know the value of life insurance.

In back of every death claim there is a story of what life insurance does for Bill Smith and his family. These stories offer the life agent the best sales material he can get, they give his sales talk a ring of sincerity which impresses the prospect.

The above quotations are from a few of the many letters from beneficiaries which will be published in THE NATIONAL UNDERWRITER'S LIFE PAYMENTS NUMBER next month. This special number with its details on the distribution of several billions of life insurance money provides every NATIONAL UNDERWRITER reader with a valuable sales document. Agents should make a point of showing this issue to the doubters and the can't afford its. Certainly no man can study its contents without having a greater appreciation of life insurance.

Responsibility on Commissioners

THE members of the NATIONAL ASSOCIATION OF INSURANCE COMMISSIONERS who were largely responsible for invoking the new plan of convention examinations to have every company operating in three or more states undergo a convention examination every three years, now have the opportunity to demonstrate their sincerity, and not only that but the capacity and courage to see to it that no abuses enter into this new method.

The main objection to the proposal was that it offered the opportunity for states that do not have many home companies and hence do not possess a competent examining staff to improvise examiners, so-called, foisting them on companies in examinations, increasing the expense and gaining nothing. The commissioners especially from the far west and the trans-Mississippi territory thought that they should have a greater voice in examinations,

especially of eastern companies inasmuch as most of the business was written in their states by them. The arguments of these commissioners had considerable merit. Their citizens do hold them responsible. At the same time the question arose as to whether these departments could send on examiners of consequence who could make real examinations. The commissioners countered this by saying that a number of states in a section could group together and get an efficient examiner who would represent the states in that particular section and who would be the spokesman and official representative of all these states. The commissioners that were satisfied with

the present convention examination scheme thought that the commissioners advocating the new plan had justification for their move and are willing to give it a chance. It will be watched carefully and if it is not successful modification can be made.

The eastern states must recognize the growing sentiment in the far west for a greater voice in examinations and so long as the new system is not abused there should be benefit come out of it. Therefore the advocates of this system have a responsibility that they cannot ignore. They must see to it that competent examiners are sent and that the new plan justifies any additional expense incurred.

Tribute to Life Insurance

COMMISSIONER DeCELLES of Massachusetts in his talk at St. Paul before the agents of Massachusetts companies paid a high tribute to life insurance; saying that while his department has had disputes now and then with casualty and fire companies there has not been the slightest difficulty with the life companies. That speaks well for the life companies of Massachusetts and those licensed in the state. Commissioner

DeCELLES is a discriminating critic. He is endeavoring to enforce the laws impartially and is seeking to have all companies recognize other obligations to their policyholders.

In endeavoring to enforce the laws impartially he is not brooking any advantage being taken of a situation. The life companies in this respect have a very clean record, having a high sense of their responsibilities.

PERSONAL SIDE OF BUSINESS

Accompanying Insurance Director Ernest Palmer of Illinois to the meeting of the National Association of Insurance Commissioners were four members of his staff, who saw him inaugurated into office as president of the organization. They were Lorenz Jost, assistant chief examiner; R. R. Haffner, chief actuary; Chase S. Conover, chief examiner, and Frank W. Young, special deputy.

L. H. McLain, father of President James A. McLain, vice-president of the Guardian Life, died at his home in Sharon, Conn., a few days ago. In days gone by his father was a prominent fire insurance field man and traveled in Ohio.

President Sterling B. Lacy of the Colorado Life has returned to Denver following a week's visit with F. W. Heron, vice-president, at San Francisco.

Dewey W. Johnson, deputy insurance commissioner of Minnesota, has been nominated on the Farmer-Labor ticket for Congress in the Fifth district, which includes part of Minneapolis.

Attorney G. M. Brewster of Topeka is a Republican candidate for the legislature from the 35th district. He served as deputy insurance commissioner of Kansas for six and a half years. He resigned last fall to enter law practice.

Henry G. Mosler of Los Angeles, member Million Dollar Round Table, left June 20 with his family, for a two and one-half months' trip to the Orient. He has written an average of \$1,500,000 each year since 1930 and last year wrote in excess of \$2,000,000. He states that the need for life insurance today for estate conservation, due to high taxes and low interest rates, is the greatest in the history of the institution. He has

just closed one case in which the initial premium deposit was in excess of \$300,000. While in the Orient, it is his intention to study the operations of the life companies there.

W. V. Knott, state treasurer of Florida, who is ex-officio insurance commissioner, was renominated in the first Democratic primary over two opponents with a majority over both of 26,037. The total vote in the state-wide primary was about 262,000. Nomination in the Democratic primary for state office is ordinarily equivalent to election. It is not supposed that there will be any opposition to Mr. Knott in the November election.

H. A. Behrens of Chicago, president of the Continental Casualty and Continental Assurance, left Friday night of last week for San Francisco. He will spend the next few months at his summer home on Belvidere Island in San Francisco Bay. He will return to Chicago sometime after Labor Day.

President Guy W. Cox of the John Hancock Mutual has been making a number of agency visits during the last few weeks confining his attention largely to the eastern states. In the fall he will start again and will cover a greater area. He has already attended 15 meetings.

Dr. Martin I. Olsen, vice-president and medical director of the Central Life of Iowa, was signally honored with applications totalling more than \$500,000 of business in one day and hundreds of telegrams, postcards, letters and personal greetings from agents, co-workers, officers and directors. The plan was sponsored by an agents' committee

THE NATIONAL UNDERWRITER

Published by THE NATIONAL UNDERWRITER CO., Chicago, Cincinnati, New York. PUBLICATION OFFICE, 175 W. Jackson Blvd., CHICAGO. Wabash 2704.

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Subscription Price \$3.00 a year in United States and Canada. Single Copies, 15 cents. In Combination with The National Underwriter Fire and Casualty, \$5.50 a year. Entered as Second-class Matter June 9, 1900, at Post Office at Chicago, Ill., Under Act, March 3, 1879.

headed by A. C. Larson, Madison, Wis., assisted by the agency department of the home office. Others serving on the agents' committee were E. L. Gifford, Dubuque, Ia.; W. C. Irwin, Wenatchee, Wash., and R. Z. Staudt, Canton, O.

Oliver Thurman, Jr., supervisor of the Mutual Benefit Life at Pittsburgh, who has been elected president of the Supervisors Club there is a son of Oliver Thurman, vice-president of the company. The younger Thurman is a C. L. U., a graduate of five years ago of Princeton. He began his insurance career directly after graduation. His first job was in Pittsburgh. He was a salesman and attached to the office service division of the firm in which he now is an official. Mr. Thurman has been supervisor for the past three years.

David T. Hersch, who is celebrating his third anniversary as general agent of the Security Mutual Life of Binghamton in New York City with headquarters at 300 Madison avenue, is doing an excellent piece of work. He was formerly unit manager of one of the agencies of the Equitable Life of New York in its home city. During the first five months of this year the Hersch agency shows an increase of 89 percent over the similar period last year.



D. T. HERSCH

Edmund Fitzgerald, executive vice-president Northwestern Mutual Life, has returned to Milwaukee from New Haven, where he attended his 20th reunion at Yale University.

A. L. Saltzstein of Milwaukee, general agent in Wisconsin and northern Michigan of the New England Mutual Life, has been attending a meeting in New York of the plan and scope committee which is directing the campaign to raise \$3,500,000 to aid Jews in central and eastern Europe. Mr. Saltzstein is chairman of the Milwaukee committee.

Joseph E. Reault, second deputy insurance commissioner of Michigan, was called to Houghton Sunday by the death of his mother, Mrs. Louise Reault.

James W. McKelvie, agent of the Reliance Life and for many years member and song leader of the Pittsburgh Life Underwriters Association, died at his home in Pittsburgh. He was born in Scotland and went to Pittsburgh at an early age. He contracted with the Reliance Life in 1928 and built an excellent record of sales, attaining membership in production clubs and maintaining a high renewal percentage.

A genial personality and talent as a singer made Mr. McKelvie widely known among Pittsburgh life underwriters. He was a member of the school board of Mt. Lebanon township, a suburb of Pittsburgh, where he also was active in the Kiwanis Club and the United Presbyterian Church.

J. D. Walsh, veteran Bankers Life of Iowa salesman at Sioux City, Ia., climbed to super-heights in the golfing world last week when he scored his second hole-in-one while playing on the course of the Sioux City Boat Club. He sank his tee shot on a 167-yard hole. He marked up his first "ace" shot several years ago on another Sioux City course.

Glenn G. Vance of Greensburg, Pa., who for more than 25 years has been general agent for the Northwestern Mutual Life there, had a number of honors on his 68th birthday. He had charge of the Rotary Club meeting on its 20th anniversary and he concluded the 16th anniversary of consecutive attendance at

club meetings. He was introduced to the Rotarians by John Kunkle, whose father was responsible for Mr. Vance's entry into the insurance business. Then he was the honor guest at a banquet of the Northwestern Mutual agents at which he was presented with a banner for winning the nation-wide general agents' contest. It was presented by Director of Agencies Grant L. Hill, who was present.

Dr. R. E. Fort, vice-president and medical director of the National Life & Accident, who was one of the five founders of the company and is completing his 35th year of service, had the honorary degree of doctor of science conferred on him by the University of the South at the commencement ceremonies at Sewanee, Tenn. Sewanee is his alma mater. He graduated there in 1889 and took his medical course at Vanderbilt. He was superintendent and chief surgeon of the Nashville Hospital from 1897 to 1903, and later was chief surgeon of the Tennessee Central Railroad. For 16 years he was at the head of Fort's Private Hospital.

Bea Mills, youngest daughter of Secretary B. N. Mills of the Bankers Life of Iowa, and a member of this year's graduating class at Roosevelt high school in Des Moines, has received a bronze medal for her proficiency in classical languages. Miss Mills was chosen to represent her school in a city-wide contest sponsored by the Eta Sigma Phi national honorary society and her essay on Horace, famed Latin poet, was voted the best submitted in the competition.

Janet Flanigan, daughter of Agency Manager J. E. Flanigan of the New York City agency of the Bankers Life of Iowa, won new scholastic honors recently when she was elected to Phi Beta Kappa, after leading her entire graduating class of 350 students at Vassar. Her grade for the four years was 97%. She also received the Vassar fellowship in French, and will take post graduate work at Bryn Mawr.

J. C. Smyth, 57, a director of the Southland Life and manager of its mortgage loan department, died in Dallas.

W. H. Harrison, vice-president and superintendent of agencies of the Atlantic Life, was guest of honor at a luncheon-meeting of the Optimist Club of Richmond, Va., of which he has been an honorary member for some years. He is a former president of the Optimist International. He served as president of the Louisville club while he was general agent there of the Connecticut Mutual.

W. R. Gardner, supervisor Atlantic Life, has been reelected vice-president of the General Alumni Association of Hampden-Sydney College.

Gaius W. Diggs, Richmond general agent of the Penn Mutual, is a member of a special grand jury investigating the affairs of Chesterfield county, Va.

A. P. Johnson, Detroit manager Great-West Life, reviewed the fundamentals of life insurance before the Kiwanis Club of Saginaw, Mich., stressing the safety and solvency of the institution. He was introduced by D. H. Nelson of Marxer, Nelson & Duff, representing the Great-West there.

J. Albert McAfee, 77, who retired about a year ago as manager of the Toledo agency of the Ohio State Life, because of ill health, died at his home there. Frank L. Barnes, agency vice-president, and Actuary Harry C. Fetsch of the home office and Manager L. A. High of the Columbus agency attended the funeral.

A. L. Hart, 66, well known life insurance executive, died at his home in Des Moines from a cerebral hemor-

rhage. He had been in ill health for two years and suffered a stroke two months ago.

Mr. Hart resigned in 1924 as president of the old Des Moines Life & Annuity. He had been associated with several other companies, including the New York Life, Royal Union Life and Western Life. He had been in insurance work since 1900.

President **E. L. Trinkle** of the Shenandoah Life, formerly Virginia governor, had the honorary degree of LL.D. conferred on him at commencement exercises at Hampden-Sydney College. This institution has been going continuously since six months prior to the Declaration of Independence. In conferring the degree, President Eggleston said:

"A bachelor of arts and a bachelor of science of Hampden-Sydney, class of 1896; bachelor of law of the University of Virginia, class of 1898; eminently successful as a lawyer of fine ability; influential member of the Virginia state

senate, 1914-1920; governor of Virginia, 1922-1926, and displaying a well poised judgment in meeting the innumerable problems that come to one in that high office; displaying also the fruits of a deep study of public affairs; exhibiting constructive ability of a high order, and a conscientious devotion to duty that has not been surpassed in the history of the commonwealth. A great host of friends hope that he will some day represent Virginia in the councils of the nation."

Montana Commissionership

John J. Holmes, Montana insurance commissioner, is a candidate for renomination before the Democratic primaries. He will undoubtedly be the victor. George P. Porter, Republican, who was defeated four years ago by Democrat Holmes, is the chief aspirant in the Republican primaries. Since leaving office he has been selling insurance and assisting his son in operating the latter's garage in Helena.



Measure It

You'd lose a customer eventually if you sold a size "42" suit to a man with a "38" build.

It is equally important to pick correct size when you are selling a man life insurance.

Consult your prospect freely, then offer him the RIGHT policy for his own peculiar needs and resources.

Perfect-fit Protection
STAYS AND PAYS



The Prudential
Insurance Company of America

EDWARD D. DUFFIELD, President

Home Office Newark, New Jersey

SALES MEETINGS

Lincoln National Sales Meet

Leading Agents and Home Office Officials Attend Regional Gathering at Green Lake, Wis.

GREEN LAKE, WIS., June 25.—More than 300 honor salesmen, their families, and home office officials attended the midwestern regional convention of the Lincoln National Life held here.

The following home office men spoke: J. P. Carroll, superintendent of agencies; W. T. Plogsterth, director of field service; Dr. W. E. Thornton, second vice-president and medical director; C. F. Cross, second vice-president and manager of agencies and A. J. McAndless, executive vice-president.

Nelson Gives Talk

The morning of the second day was devoted to business sessions by outstanding field men and was led by Bert C. Nelson, home office agency Northwestern Mutual Life, Milwaukee, who spoke on "Prospecting."

A prospecting clinic was conducted by three outstanding Lincoln National Life agents: R. R. Roth, Fort Wayne, Ind.; J. Bon Davis, Appleton, Wis., and J. W. Wheatley, Chicago. A sales clinic conducted by J. S. Braunig, L. S. Becker and other members of the St. Louis agency, was one of the highlights. "Using the Organizer to Plan One's Day and Keep Records" was discussed by John Burkhardt, Indianapolis, and Jack Whiffen, Madison, Wis.

R. H. Mayer, J. S. Braunig agency in St. Louis, discussed the salary continuance plan and outlined a novel method of making a presentation. "Building Prestige" was handled by J. L. Mueller, Fort Wayne. The final day

was devoted to an agents' round table and general agents' forum, at which A. L. Dern, vice-president and director of agencies, presided and gave the general agents a careful breakdown and analysis of their achievements for the past year.

At the banquet, outstanding producers, club members and contest winners were presented their awards, the guest speaker being "Dusty" Miller, Wilmington, O. The final regional meeting will be held in Del Monte, Cal., July 13-15.

Security Mutual Convention

The annual agency convention of the Security Mutual Life of Binghamton, N. Y., will be held at the home office, July 7-9. The women guests will be entertained at an afternoon garden party on the first evening and there will be a banquet and dance the same evening. Wednesday afternoon, at the close of the business session, there will be an outing and picnic at Chenango Valley State Park. On Thursday afternoon, following the close of the business session, the agents will go to the home office to familiarize themselves with the routine of the organization.

Hill Attends Conference

Grant L. Hill, director of agencies Northwestern Mutual Life, was in Marquette, Mich., assisting P. G. Teeple, general agent, and J. Rex De Haas, field supervisor, in conducting a sales conference. He found the agency in a strong position, with an exceptionally good field organization. It ranks high in increased new business, the increase for 1936 being 6 percent over 1935, 63 percent over 1934 and 79 percent over 1933. The meeting was attended by 17 agents from all parts of the Upper Peninsula, and was followed with a planked whitefish dinner at Ishpeming, Mich.

Old Line's Convention Program

MILWAUKEE, June 25.—At the annual convention of the Old Line Life here July 7, Paul A. Parker, agency director, will preside as chairman at the opening session. President John E. Reilly will extend greetings and give the opening address, "Marching On!" Other speakers will be E. H. Mueller, general agent accident department Pacific Mutual Life, Milwaukee, on "Dollars in the Sock," and L. S. Broadus, Chicago manager Guardian Life, "Self Merchandising." A feature of the outing at Lawsonia will be an amateur hour Wednesday evening under the direction of "Major Blows," with various members of the field force comprising the possible victims of the gong. At the farewell breakfast meeting, E. W. Owen, manager Sun Life of Canada, Detroit, will give his address, "Thirteen Keys to Success." President Reilly will announce the Chicago convention plans for next year.

H. A. Woodward, manager accident

CHARTERED 1858

And growing consistently stronger, year after year. The Monumental Life has weathered the financial crises and depressions of the past and will those in the future. Why? Financial stability, intelligent management and loyalty to agents and policyholders breed confidence and trust in this company's present and future. A secure connection for live, progressive agents.

MONUMENTAL LIFE INSURANCE COMPANY

CHARTERED 1858
HOME OFFICE BALTIMORE, MD.

and health department, will be convention vice-chairman.

Oklahoma Agency's Outing

The Oklahoma agency of the Kansas City Life held its annual outing and sales meeting at Sequoyah club house in the mountains near Tahlequah, Okla. Two hours a day were devoted to study under direction of L. C. Mersfelder, general agent, after which the agents were free to boat, swim, fish, hike or take advantage of other sports available on the beautiful river. This is the 18th year for this outing, which

was attended by about 50 agents, and some wives and children.

Yates Agency in Meeting

Prof. Hubert Greaves of Yale University spoke at an all day meeting in Los Angeles of the John W. Yates agency of the Massachusetts Mutual Life. He discussed the problem of creating harmony between a man's thoughts, feeling and expression in words, tone and action, and of enabling a man to express himself as simply, sincerely and effectively as is possible.

NEWS OF THE COMPANIES

Investments Being Improved

Alliance Life Able to Strengthen Its Position, Causing Reduction of Liens on Peoria Life

The Alliance Life of Peoria, Ill., was able to give a 10 percent reduction on liens on old Peoria Life policies because of the success it is meeting in rehabilitating the Peoria Life assets. Considerable of the Peoria Life real estate is being transformed into other investments and under the direction of M. F. Grimes, his department is making a number of profitable deals whereby real estate is disposed of. Owing to the oil development in Kansas, Oklahoma and Texas where the Peoria Life held a large amount of land many applications for oil leases have been received. A number of city and farm mortgages have been refinanced on a profitable basis and favorable to the mortgagee. On Jan. 1 the Alliance had cash on hand \$1,500,000 and since then it has received from the receiver of the Peoria Life \$1,500,000. Of this \$600,000 has been invested in government bonds. There are now 75 general agencies of the Alliance Life and together with the reinsurance ceded by other companies, it expects to write about \$20,000,000 of new business this year.

The Alliance Life agents have the opportunity of representing the Mutual Casualty of Chicago, which writes accident and health insurance and is under the same management as the Alliance Life. It has assets of \$455,612 and surplus \$360,356. The R. F. C. indebtedness incurred by the Peoria Life has been repaid. It amounted to \$500,000.

Canada Life Renewal Record

The Canada Life has conducted a survey of business secured in 1934 which had been renewed up to March 24, 1936. The figures showed that 20 representatives of the Canadian and United States branches had 100 percent renewal of 1934 business, while 73 other representatives had renewal ratios of 90 percent or better.

The survey showed that the renewal ratio was the best since 1925. N. H. Bastedo, manager at Toronto, heads an organization that rates the distinction of having every policy secured in 1934 still on the books in March, 1936.

Slovak Union Report Made

The Illinois department has made an examination of the Tatra Slovak Union of Chicago, 659 West 18th street, as of Sept. 20, 1935. Its assets are \$115,680, its reserves \$202,822, total liabilities \$203,845. Its ratio of solvency is 56.09. The low solvency rate, the examiners explain, is due to the inadequate rates in effect. The society contemplates a rerating of the inadequate rate members this year on the basis of the American table and therefore the ratio of solvency should be increased to 100 percent. It operates only in Illinois.

Kentucky Home Mutual Objects

ST. LOUIS, June 25.—Circuit Judge Joynt within the next few days will dispose of the motion filed on behalf

of the Kentucky Home Mutual Life, asking that he set aside his recent order authorizing Superintendent O'Malley to approve the sale by the General American Life of 30,000 shares of Southwestern Life to the Dallas Service Corporation at \$60 per share.

The Kentucky Home Mutual Life owns 148,053 shares of Missouri State Life stock out of 500,000. It contends that the entire block of 105,000 shares of Southwestern Life stock should be sold, arguing that the remaining 75,000 shares will depreciate in value as a result of the sale approved by the court.

Mizell Assistant Secretary

H. W. Mizell has been elected assistant secretary of the Lamar Life to fill a vacancy caused by the resignation of Miss Mamie Montgomery, who recently married Jack Harris of Jackson, Miss.

Mr. Mizell, formerly Pan-American general agent in Texarkana, Ark., is a native of Arkansas, and began his life insurance career in that state. Before joining the Lamar Life in March, he had been with the home office of the American National in Galveston, and for seven years was with the Pan-American, first as supervisor of conservation and later as general agent.

Claims Against Iowa Company

DES MOINES, June 25.—Death claims to the amount of \$120,450 have been filed with Commissioner Murphy in connection with the receivership of Union Mutual Life of Des Moines, of which the commissioner is receiver. The number of claims of this character was 81.

Seventy-eight other claims totalling \$7,550 were filed. These included 56 other than policy claims and 22 for disability, 20 of the latter asking waiver of premium. Value of the non-policy claims was \$5,600.

In his report on claims filed with the court, Receiver Murphy stated he had no knowledge of the validity of the claims and asked this to be determined judicially.

Judge Jordan still has under advisement the question of reinsurance of the company.

Teachers Company Licensed

OLYMPIA, WASH., June 25.—Commissioner Sullivan has licensed the Teachers Insurance Company (Mutual) of Seattle. Offices have been opened in Seattle and in the Puget Sound Bank building, Tacoma.

The president of the company and one of the principal organizers is J. O. Rummens of Olympia, formerly assistant insurance commissioner. R. F. Brown of Tacoma is superintendent of agents.

The company has been in process of organization for two years and has secured approximately 500 applications for at least \$1,000 of insurance, as required by the insurance code.

The Life Insurance Company of Detroit and the Expressmen's Mutual Life of New York have been admitted to Ohio.

The Pan-American Life has declared a dividend of 30 cents a share, payable July 1 to stockholders of record June 23.

JUVENILE INSURANCE

A plan for every purpose—
issued from ages
1 day to 15 years

- 20 Payment Endowment at Age 85
- 20 Payment Endowment at Age 65
- 20 Year Endowment
- Educational Endowment at Age 18

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NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem," Published Annually in May and March respectively. PRICE, \$5.00 and \$2.00 respectively.

Equitable of Iowa Dividends

Younger Ages on 3½ Percent Forms Get Increase Due to Favorable Mortality

The Equitable Life of Iowa has revised its dividends on its old 3½ percent forms, effective July 1. Ordinary life dividends, except for older ages, are increased. Favorable mortality experience for the younger ages has offset the lower interest rate on investments. The new schedule follows:

Ordinary Life						
	25	30	35	40	45	50
1.....	\$4.49	\$4.86	\$5.32	\$5.81	\$6.62	\$7.60
2.....	4.54	4.94	5.38	5.90	6.70	7.72
3.....	4.61	5.01	5.45	6.02	6.79	7.84
4.....	4.68	5.10	5.51	6.11	6.92	7.96
5.....	4.74	5.18	5.59	6.23	7.06	8.10
6.....	4.82	5.22	5.66	6.31	7.15	8.23
7.....	4.88	5.28	5.75	6.40	7.25	8.36
8.....	4.95	5.34	5.84	6.49	7.36	8.47
9.....	5.04	5.40	5.94	6.61	7.47	8.58
10.....	5.12	5.47	6.04	6.74	7.58	8.69
11.....	5.16	5.55	6.11	6.82	7.69	8.89
12.....	5.20	5.62	6.20	6.92	7.79	9.06
13.....	5.26	5.71	6.28	6.99	7.91	9.24
14.....	5.32	5.80	6.38	7.10	7.99	9.42
15.....	5.38	5.90	6.49	7.19	8.09	9.59
16.....	5.46	5.96	6.58	7.29	8.26	9.72
17.....	5.53	6.02	6.65	7.39	8.43	9.85
18.....	5.61	6.10	6.73	7.49	8.61	9.98
19.....	5.67	6.19	6.82	7.57	8.72	10.08
20.....	5.77	6.29	6.92	7.62	8.83	10.14

Twenty Payment Life						
	25	30	35	40	45	50
1.....	\$4.60	\$5.00	\$5.49	\$6.02	\$6.82	\$7.81
2.....	4.67	5.09	5.57	6.12	6.91	7.94
3.....	4.75	5.18	5.63	6.23	7.02	8.07
4.....	4.82	5.28	5.71	6.34	7.14	8.18
5.....	4.90	5.38	5.80	6.46	7.28	8.30
6.....	4.98	5.43	5.89	6.54	7.37	8.43
7.....	5.06	5.49	5.97	6.63	7.47	8.55
8.....	5.16	5.58	6.06	6.72	7.57	8.65
9.....	5.24	5.62	6.15	6.83	7.68	8.75
10.....	5.32	5.70	6.26	6.95	7.77	8.85
11.....	5.37	5.77	6.33	7.02	7.87	9.00
12.....	5.44	5.86	6.41	7.10	7.96	9.13
13.....	5.49	5.93	6.50	7.19	8.03	9.27
14.....	5.56	6.02	6.59	7.26	8.09	9.37
15.....	5.62	6.12	6.69	7.33	8.16	9.46
16.....	5.69	6.17	6.74	7.41	8.27	9.53
17.....	5.76	6.24	6.81	7.47	8.35	9.55
18.....	5.83	6.31	6.86	7.52	8.42	9.57
19.....	5.92	6.39	6.93	7.55	8.47	9.57
20.....	6.00	6.46	6.97	7.60	8.49	9.57

Twenty Year Endowment						
	25	30	35	40	45	50
1.....	\$4.80	\$5.23	\$5.72	\$6.24	\$6.99	\$7.96
2.....	4.89	5.33	5.80	6.35	7.10	8.07
3.....	5.00	5.44	5.89	6.46	7.20	8.19
4.....	5.09	5.54	5.97	6.57	7.34	8.32
5.....	5.19	5.65	6.07	6.70	7.46	8.43
6.....	5.29	5.72	6.16	6.78	7.56	8.54
7.....	5.39	5.80	6.26	6.87	7.65	8.65
8.....	5.49	5.88	6.35	6.97	7.74	8.74
9.....	5.59	5.97	6.46	7.06	7.82	8.83
10.....	5.69	6.04	6.54	7.16	7.91	8.93
11.....	5.77	6.13	6.61	7.22	7.98	9.01
12.....	5.83	6.20	6.69	7.29	8.05	9.13
13.....	5.91	6.30	6.76	7.34	8.09	9.20
14.....	5.97	6.36	6.82	7.39	8.12	9.25
15.....	6.06	6.44	6.89	7.44	8.14	9.26
16.....	6.12	6.49	6.93	7.46	8.17	9.26
17.....	6.19	6.53	6.96	7.48	8.18	9.26
18.....	6.25	6.58	6.97	7.48	8.18	9.26
19.....	6.31	6.61	6.98	7.48	8.18	9.26
20.....	6.34	6.63	6.98	7.47	8.18	9.26

Old Line Rate Increase

The Old Line Life of Milwaukee has increased its premium rates slightly. Some of the low cost forms do not change at the early ages. Greater increases occur where there is larger reserve to invest. No change is made in

endowment annuity rates. Two new term forms, 15 and 20 year plans, are added to the adult line and a 30 year endowment in the juvenile department. The new rates are:

Age	O.L.		20 P.		Ord. Life	20
	at 85	at 85	End.	End.		
10	\$11.93	\$18.96	\$41.65	\$11.18	\$18.00
15	13.18	20.66	41.85	12.20	9.53	19.55
20	14.70	22.56	42.07	13.48	10.23	21.38
25	16.57	24.72	42.29	15.26	11.35	23.48
30	19.01	27.29	42.69	17.64	12.65	26.05
35	22.29	30.54	43.54	20.82	14.74	29.29
40	26.67	34.63	45.11	25.05	17.45	33.38
45	32.47	39.79	47.74	30.65	21.81	38.51
50	40.16	46.39	51.91	38.08	27.97	45.03
55	50.36	55.04	58.37	47.97	36.25	53.48
60	63.99	66.78	68.13	61.24	48.64	64.80
65	86.25	79.88

Pacific Mutual Life

The Pacific Mutual Life announces an adjustment of the interest rate allowed for the coming year will be made effective on July 1, 1936, as follows: For all funds on hand on that date which have been left at interest, or for those funds which may be left during the coming year, the rate will be 4 percent on funds not subject to withdrawal on the part of the payee and 3½ percent on funds which may be withdrawn at will.

Modern Life

The Modern Life of St. Paul has a new participating retirement income form. This contract has the usual \$1,000 death benefit up to the time when cash values exceed the face amount. Settlement options allow the maturity value to be used in whole or in part for purchase of insurance, subject to insurability, in lieu of the income option. The annual premium rates providing \$10 monthly life income (100 months certain) follow:

Age	Income Starts	
	at 55	at 60
15.....	\$28.41	\$23.00
20.....	33.69	26.98
25.....	41.02	31.79
30.....	51.65	38.46
35.....	68.05	48.14
40.....	95.61	63.02
45.....	153.13	88.03
50.....	140.26
55.....

Age	Rates with Waiver of Prem. Disability	
	at 55	at 60
25.....	\$41.88	\$32.60
30.....	52.71	39.44
35.....	69.40	49.37
40.....	97.44	64.63
45.....	155.81	90.27
50.....	143.61

Canada Life

The Canada Life directors have authorized the continuance of the present dividend scale for the last six months of this year. The total rate of interest on dividends and proceeds left on deposit is being continued, the interest rate being 3½ percent.

Ohio State Life

The mortality figures of Ohio State Life for the years 1931 to 1934 inclusive are unfortunately shown incorrectly in the 1936 Unique Manual Digest, the figures for another company being inadvertently copied. The correct mortality ratios are: 1931, 52.2 percent; 1932, 45.8 percent; 1933, 46.4 percent; 1934, 41.8 percent; 1935, 41.4 percent.

Suwannee Life

The Suwannee Life of Jacksonville, Fla., is introducing a new \$1,000 policy to which a \$250 cash draft is attached, the remaining \$750 to be paid to the beneficiary in 15 monthly installments. It has been specializing on a \$250 cash draft policy.

Acme Life

The Acme Life is now issuing wholesale salary allotment contracts on the 20-payment life plan attaching to each contract four endowment coupons guaranteeing a cash return of \$10 per \$1,000 beginning the second year. Coupons also may be surrendered for stock in the company, each coupon on basis of \$1,000 insurance provides for two shares of

company capital common stock or eight per \$1,000.

The Acme also adopted a family group plan on the yearly renewable term plan. It is now writing in excess of \$500,000 of business per month and is specializing on the stock with policy plan through its founders special coupon contracts.

Provident Life & Accident

The Provident Life & Accident Insurance Company of Chattanooga will adopt the so-called standard scale for single premium life and cash refund annuities effective immediately. The rate of interest to be adopted for discounting premiums due one year or more in advance has been set by the company at 2½%.

AGENCY NEWS

Huff Returns from Tour

While Perez F. Huff of Los Angeles, resident vice-president Bankers National Life for the Pacific Coast, was on his recent 50-day tour of Central and South America, the company put on a drive for new business, resulting in an increase of 89 percent over the similar period of last year.

Although Mr. Huff's agency at Los Angeles was only established June 15, 1935, it now has 16 agents, who produced a total of approximately \$1,000,000 new business during the period of his tour, April 18-June 8.

Mr. Huff, accompanied by Mrs. Huff, left New York for Rio de Janeiro, also visiting Buenos Aires, thence to Santiago, Valparaiso, Lima, Guayaquil, Buenaventura, Panama, Costa Rican ports and San Salvador. While on the boat, Mr. Huff sold a substantial amount of life insurance to a fellow passenger, together with policies for each of his two children.

Stumm Agency in Outing

B. J. Stumm, general agent Northwestern Mutual Life, Aurora, Ill., entertained 40 agents and their wives on a 40-mile boat trip from Savanna, Ill., to Clinton, Ia., Robert Jones, assistant superintendent of agencies at the home office, spoke at the business session. Mr. Stumm reports for the first five months 10 percent increase. He has one of the largest rural section agencies of the Northwestern Mutual.

Woman Leads in Archery Contest

Mrs. Elizabeth C. O'Meara won the grand prize in the spring archery contest of the home office agency of the Pacific Mutual Life. Other winners will not be determined until July 31, as awards will be made on paid business produced during the drive.

Canada Life Appointments

Three new appointments are made at the home office of the Canada Life. T. H. Gooch and R. A. Sanderson have been appointed agency assistants, and Graham Walter educational assistant. They have all had extensive experience in agency work.

General Agent Tests New Man's Reaction to Line

If a man dislikes life underwriting, he's very likely not to be successful at it. This is especially true of younger men just out of college and university. With them it is a matter, frequently, of being ashamed of the business.

An effective test to determine whether or not they are is used by George Harsh, Kansas City general agent for the Mutual Benefit Life.

He asks the young prospective agent to give him the names of his five closest friends, and then has the prospective agent take him to them and introduce him. If the young agent is ashamed of the business, he'll invariably show it in the way he introduces Mr. Harsh; and the test is equally effective in determining the quality and quantity of his enthusiasm for life underwriting.



General Agency Openings

with

A GREAT COMPANY

GROWING GREATER

A Company that has

*Made a Gain in Insurance in Force

during the first four months of 1936 of more than \$4,000,000.

*A Liberal Contract

(Both First Year and Renewal Commissions)

*An Attractive Line of Policies

(designed to fit every need)

*A Unique Sales Program

Practical assistance and co-operation in the field

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NEWS OF LIFE ASSOCIATIONS

Wiedemann Kansas City Head

Sun Life of Canada Manager Elected President of Association There at Its Annual Meeting

KANSAS CITY, June 25.—V. W. Wiedemann, manager Sun Life of Canada, was elected president of the Life



V. W. WIEDEMANN

Underwriters Association of Kansas City at the annual meeting. He is past president of the Missouri Association and also of the Seattle association, coming here from that city in 1929.

D. R. Alderman, Kansas City Life,

was elected first vice president; P. B. Turner, Connecticut Mutual, second vice-president, and H. T. Hines, Aetna Life, secretary-treasurer. New directors are C. R. Coleman, Mutual Life of New York; C. M. Christie, Aetna; Albert Drake, State Mutual; Leon B. Fink, Equitable of New York; F. C. Gill, National of Vermont; Roy Housh, Equitable of Iowa, and Hiram Kincaid, Massachusetts Mutual.

G. Franklin Ream, assistant superintendent of agencies Mutual Benefit Life, was the speaker at the meeting.

* * *

Levy Is Elected President of Philadelphia Association

Alfred B. Levy, for more than 30 years with the Equitable Life of New York, was elected president of the Philadelphia Association of Life Underwriters at its annual meeting. He was chairman of the speakers' committee two years ago and headed the managers' conference the past year.

Other officers are: John N. Adams, Aetna Life, first vice-president; F. W. Floyd, Continental American Life, second vice-president; H. G. Packard, Connecticut General, treasurer. Directors are F. L. Bettger, Fidelity Mutual Life; L. F. Hildreth, Travelers; P. F. Murray, Penn Mutual Life; C. H. Orr, Pacific Mutual Life, and Al. V. Tisdale, Connecticut Mutual Life, retiring president.

Mr. Tisdale reported the association now had a membership of 572, the highest in its history.

President-elect Levy suggested the formation of an "App-a-year-Club," with each member bringing in one new member during the year.

* * *

Industrial Men Take Reins of Indianapolis Association

At the annual meeting of the Indianapolis Association of Life Underwriters the industrial members united and elected their ticket with D. Earl McDonald, Life of Virginia, as president, Dan W. Flickinger, John Hancock (ordinary), and John E. Craigle, of the Prudential (industrial), were elected vice-presidents, with C. C. Jones, Connecticut Mutual, secretary, and Emmet E. Smith, Alliance Life, treasurer. Five new directors were elected, all industrial men, E. H. Bach, Prudential; Lee

Searcy, Life of Virginia; W. A. Scoglund, Metropolitan; C. H. Eno, Metropolitan, and J. B. Fuller, Empire Life. Hold-over directors are Jean Black, Massachusetts Mutual; John E. Craigle, T. P. Cusack, Metropolitan; W. J. Greener, Equitable, N. Y.; F. D. Broonan, Indianapolis Life; D. W. Flickinger, C. C. Jones, D. E. McDonald, and E. M. Spence, New England Mutual. Eight of the fifteen directors are industrial men. Miss Lois Haynes was renamed executive secretary.

There has been a feeling on the part of the industrial members for some time that they have not had enough voice in running the association and they ganged together to get the reins at this election. The association has nearly 500 membership, a large percentage of which are industrial men.

J. F. Elmhirst, Prudential superintendent at Mount Vernon, Ill., discussed the qualities that bring success in the selling of life insurance, including courage, ambition, concentration, a sympathetic understanding of human needs and service. James L. Rainey, retiring president who was elected an honorary director viewed the high points of the past year.

* * *

Name Committee Chairmen for New York Association

NEW YORK, June 25.—Ralph G. Engelsman, newly elected president of the New York City Life Underwriters Association, has announced the appointment of the following committee chairmen:

Admissions, Diederich H. Ward, Union Central; agency speakers, Gilbert Austin, general agent, Aetna Life; banquet, Frank H. Devitt, manager, Equitable of N. Y.; bulletin advertising, Felix U. Levy, Penn Mutual; budget, Louis A. Cerf, Jr., general agent Fidelity Mutual; business conduct, H. N. Kuesel, manager Phoenix Mutual; business getter conferences, Edwin J. Allen, John Hancock; radio, Leroy Whitelaw, Prudential; C. L. U. cooperation, Winthrop Wood, Travelers; company relations, Lloyd Patterson, general agent Massachusetts Mutual; brokers cooperation, William Verplanck, associate manager Mutual Life of N. Y.; industrial cooperation, O. E. Anderson, manager John Hancock; managers cooperation, Harry Gray, general agent Connecticut Mutual; dinner attendance, Sam P. Davis, manager Phoenix Mutual; educational, C. Preston Dawson, production manager, New England Mutual; law and legislation, Julian S. Myrick, manager Mutual Life; library, Mrs. Eleanor A. Winn, Equitable of N. Y.; Life Insurance Week, Clifford L. McMillen, general agent Northwestern Mutual; membership, Charles E. Bartlett, manager Metropolitan; 1939 convention, T. M. Riehle, associate manager, Equitable of N. Y.; 1936 convention, Thomas G. Murrell, manager Connecticut General; planning, Lester Einstein, Equitable of N. Y.; policyholders meeting, Melvin H. Leonard, manager National Life of Vermont; public relations, Thomas G. Murrell, manager Connecticut General; reception, Osborne Bethea, general agent Penn Mutual; sales congress, H. Arthur Schmidt, general agent New England Mutual; sales promotion, F. Ellsworth Baker, National Life; selling seminar, Abe Rosenstein, manager Equitable of New York; supervisors, George H. Greason, Provident Mutual; women, Miss Leonora Olsen, manager Penn Mutual; cooperation with up-state associations, Leon Gilbert Simon.

* * *

New Orleans—H. W. Anderson, assistant superintendent of agencies Travelers, spoke on the hidden markets for life insurance, created by the changing situations in the affairs of business men. Mr. Anderson said there should be no place for mental part-timers in life insurance. He urged the need of enlarging horizons constantly.

* * *

Peoria, Ill.—O. Sam Cummings, Kansas City Life, Dallas, was the principal speaker at the annual ladies' night meeting which was a celebration of the 20th anniversary of the founding of the Peoria association. All of the past presidents were guests of the association. Dr. J. H. Pearce, Connecticut Mutual, is the new president; H. A. Shaw, Metropolitan, first vice-president; Roy Davis,

Named Secretary



MISS JOY M. LUIDENS

Miss Joy M. Luidens, acting secretary of the Chicago association for several months since the death of Managing Director Walt Tower, was appointed executive secretary by the directors. Miss Luidens was secretary to Mr. Tower for several years. Prior to that she was manager of the clerical force of a shoe manufacturing company. She brought rare ability for office and organizing work into the association, whose affairs always are ship-shape. Miss Luidens has carried the membership to a record high of more than 1,050 paid, and under her direction an unusually full and interesting program has been conducted this year. She fostered the women's division, first to be formed in the country. Miss Luidens also conducts secretarial and financial matters for the general agents and managers division and the Chicago C. L. U. chapter.

Aetna Life, second vice-president. C. E. Thompson, Travelers, was reelected secretary for the 12th consecutive year. J. Hawley Wilson, Massachusetts Mutual, is national executive committeeman. New members of the executive committee are: Harry McClarence, Connecticut Mutual; George Meier, Federal Life; C. W. Reuling, Massachusetts Mutual; Frederick Schnell, Penn Mutual, and R. O. Becker, Northwestern Mutual, who is the new president of the managers and general agents division.

* * *

Springfield, O.—Officers were elected at the annual meeting as follows: President, M. E. Wetherbee, Massachusetts Mutual; vice-president, R. E. Dresher, Midland Mutual Life; secretary-treasurer, E. C. Janson, Ohio State Life; national committeeman, F. K. Hinchey, Metropolitan Life; executive committeemen are: J. R. Casad, Travelers; N. D. Foley, Equitable of Iowa; C. C. Wetherill, Union Central Life; Jerry Cleaver, Metropolitan Life; Homer McFadden, Mutual Benefit; and Fred Zimmerman, Sun Life of Canada. J. M. Caffrey, John Hancock Mutual, is the retiring president.

* * *

Los Angeles—J. H. Wood, director of agency management schools Life Insurance Sales Research Bureau, who has just completed a managers' school at Del Monte, Cal., spoke at a breakfast meeting on "Capitalizing on the Experiences of Others."

* * *

Hastings, Neb.—Len J. Davis, general agent Security Mutual Life of Nebraska, was elected president, succeeding T. C. Young. W. E. Engelhardt was elected vice-president and Fred Moe, secretary-treasurer.

* * *

Des Moines—"The trend is toward better and fewer life insurance agents," S. T. Whatley, vice-president Aetna Life, declared at the annual meeting. He said agents will be better paid, better prepared and expressed the belief that one of their principal duties in the future

Desirable Territory in ILLINOIS and INDIANA

with a sound progressive organization

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RURAL BANKERS Life Insurance Co.

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THE LAFAYETTE LIFE INSURANCE CO.

F. L. ALEXANDER W. R. SMITH
President Field Vice-President
JACK NEIL, Superintendent of Agencies
LAFAYETTE, INDIANA

will be to aid their companies in the selection of good risks. He praised W. W. Jaeger, vice-president Bankers Life of Iowa and other members of a committee which a year ago framed an agency practices agreement to eliminate the part-time and unprepared agent.

H. S. Haskins was elected president, succeeding Charles E. Brown; J. H. Himes, vice-president; C. C. Cooper, secretary; C. C. Clouse, treasurer, and Martin L. Seltzer, national committeeman.

* * *

Mason City, Ia.—Max Kissick has been elected president, succeeding W. M. Huffman; F. W. Vorhies, vice-president, and L. H. Gilchrist, reelected secretary-treasurer.

* * *

Cedar Rapids, Ia.—O. W. Mull has been elected president; L. W. Dooley, vice-president; W. E. Maupin, secretary, and E. E. Lowe, treasurer. Directors are Rudy Weber, R. H. Pickford, W. F. Sarset, O. E. Atkinson, I. J. Barron and O. J. Larson.

* * *

Austin, Tex.—B. T. Cantrell has been elected president; George T. Reavis, vice-president; Frank Clements, Jr., secretary, and C. B. Lang, treasurer. Mr. Cantrell is national committeeman.

* * *

Marshalltown, Ia.—E. F. Green has been elected president; H. G. Zeigler, vice-president; J. W. Haefner, secretary-treasurer, and Oliver Mable, national committeeman. The fifth member of the executive board will be selected by the new officers.

Russell Compton, service department, Mutual Life of New York, Des Moines, spoke on "The Selling Machine."

* * *

Ottumwa, Ia.—S. C. Bartlett is the new president, succeeding M. O. Stevens; S. G. Rickard, first vice-president; J. H. Connelly, second vice-president; A. A. Olson, secretary-treasurer; O. G. Gjemso, national committeeman; Mr. Stevens, chairman of the board, and F. W. Markley, board member.

O. A. Anderson, formerly of Ottumwa, now Cedar Rapids, Ia., general agent Equitable Life of Iowa, spoke on "Present-Day Trends in the Life Insurance Business."

* * *

Lansing, Mich.—Herman Henkel, Fidelity Mutual Life, has been elected president, succeeding Roy G. Nowlin, Dominion Life. Other officers are: Vice-president, Fred Stringham, Great-West Life; secretary, C. B. Tenny, Penn Mutual Life; treasurer, Ben Demarest, Bankers Life; new members of the board, Mr. Nowlin and J. Arthur Pino, Mutual Benefit Life.

* * *

Omaha—Edwin Gould, Northwestern Mutual, has been elected president, succeeding A. W. Wilson, Bankers Life of Iowa. Mr. Gould has been secretary.

J. E. Moss, Aetna Life, is vice-president; Ralph Campbell, American Reserve Life, secretary; Winslow Van Brunt, Jr., General American, treasurer. New directors are Harry Goetz, Union Central Life; F. R. Miller, New England Mutual; F. A. Rosenfelt, Equitable Life of Iowa; L. S. Smith, Bankers Life of Nebraska; S. B. Starrett, Guarantee Mutual, and R. A. Wiley, New York Life.

* * *

Miami, Fla.—W. J. Brown, Mutual Life, has been elected president; H. A. Calkins, Metropolitan Life, vice-president; D. S. Dorman, G. C. Zaring, Walter Bruns, J. M. Harrison, C. L. Sykes and Sam Seittlin, directors.

* * *

Davenport, Ia.—James Copeland, Northwestern Mutual, is elected president; Dick LeBuhn, Massachusetts Mutual, first vice-president; Charles Kuttler, National Life of Vermont, second vice-president; Joseph Hilbe, Guardian Life, secretary; Ray Schmidt, Minnesota Mutual, treasurer; Paul C. Otto, Connecticut Mutual, state committeeman; S. W. Sanford, Prudential, retiring president, chairman executive committee.

* * *

Dallas, Tex.—J. M. England is the new president; Miss Hazel Roberts, secretary; Isadore Segall, vice-president, and Herbert Holcomb, treasurer.

* * *

Boston—Miss Etta Smith, Equitable Life, talked on "Our Job at Convention Time" and Mrs. Martha Boott spoke on "Stretching Ourselves" at the monthly meeting of the women's division. Mrs. Boott is chairman of the division and presided.

* * *

Springfield, Mass.—New officers are: President, L. H. Cook, Massachusetts Mutual Life; vice-president, C. S. Merriam, Union Central Life; secretary, Charles Tilton, Union Central Life; treasurer, K.

New Officers Are Named by St. Louis Association



H. H. CAMMACK

ST. LOUIS, May 25.—The Life Underwriters Association of St. Louis, at its annual meeting elected new officers as follows: H. H. Cammack, John Hancock Mutual Life, president; H. Van Sickler, State Mutual Life, and P. O. Works, Penn Mutual Life, vice-presidents; F. W. Aufderheide, Jr., J. S. Braunig, Adam Rosenthal, W. J. Cusick, Bonaparte True and R. Woods, directors.

The retiring president, Arthur Mueller, Northwestern Mutual, was presented a gavel suitably engraved. The meeting marked the 45th anniversary of the association. W. E. Anderson, who has been special agent of the Phoenix Mutual Life for 45 years, was in attendance. A playlet written by Mr. and Mrs. Nelson M. Pope, "The Sale of Life Insurance in the Gay '90s," was presented.

Certificates showing 100 per cent membership were presented to the Aetna Life, Columbian National Life, John Hancock Mutual, Massachusetts Mutual, National Life of Vermont, Northwestern Mutual Life, Penn Mutual Life, Provident Mutual Life, Reliance Life and the group department of the Metropolitan Life.

W. Perry; directors, James Anwyll, Phoenix Mutual; C. F. Berry, Equitable Life; O. F. Heyman, Northwestern Mutual; C. B. Rockwell, Connecticut General; J. Trombley, Mutual Benefit Life; E. J. Linberg, Berkshire Life.

Atlanta—John B. Cannon, president of the Spartanburg, S. C., association, was the speaker at the June meeting, his topic being "Every Life Man a Member of the Association. Contrary to the past custom, the association will have meetings in July and August."

* * *

Springfield, Ill.—W. D. Golightly is to be elected president at its annual meeting. Other officers are: First vice-president, James Sullivan; second vice-president, Herman Hauptfleisch; secretary-treasurer, Carl Radeke; board of directors, J. Jack LaBove, Ralph D. Webb, Carl Kloppenburg, Harry Lauer, Leon Senesac, and E. P. Connolly. John L. Taylor is to be named the delegate to the state association.

Discuss Selling to Women

The Life Insurance Forum of Los Angeles featured a discussion of the field for sale of life insurance to women. Isabel Daugherty, C. L. U., superintendent women's department home office agency Pacific Mutual Life, told of her long experience in field work and particularly in contacting women prospects for insurance on their own lives. Phoebe McCullough, Equitable Life of New York, and Leonore Walsh, Aetna Life, presented valuable sales points in relation to interviews with single women and also with wives and mothers.

"There's
A
Reason"

High Spots

By J. K. BAILLIE
Financial Editor of The Evening Herald and Express

Life Insurance written by Occidental Life Insurance Co. during May shows a gain of 118 per cent over May of last year, according to L. M. Giannini, president. This company wrote \$15,675,000 of life insurance during the past month as compared with \$7,187,000 during May, 1935. For the first five months of 1936 the total insurance written was \$45,505,000, which is a gain of \$18,747,000 over a like period of last year.

From Los Angeles Evening Herald and Express of Wednesday, June 3, 1936

OCCIDENTAL LIFE INSURANCE COMPANY

of California

V. H. Jenkins, Vice President

Home Office: Los Angeles

Strong

Progressive

Are You Willing to WORK for a Company Which Is Willing to WORK with You?

NORTH AMERICAN LIFE INSURANCE COMPANY

OF CHICAGO.

E. S. ASHBROOK
President

JOHN H. McNAMARA
Founder

PAUL McNAMARA
Vice-President

NORTH AMERICAN BUILDING, CHICAGO, ILLINOIS

NEW JERSEY

NEW YORK

INDUSTRIAL—INTERMEDIATE

The Colonial Life Insurance Company

OF AMERICA

HOME OFFICE—JERSEY CITY, NEW JERSEY

Ordinary — Group

"A Good Company To Represent
—Represent a Good Company"

PENNSYLVANIA

CONNECTICUT

**Are You Interested
in Territory in—**



☐ ILLINOIS ☐ KANSAS ☐ SOUTHERN IOWA
☐ INDIANA ☐ MICHIGAN ☐ MINNESOTA

Name

Address

City and State

Check the territory, fill in the coupon, and return to

ROCKFORD LIFE INSURANCE CO.

Rockford, Illinois

LIFE AGENCY CHANGES

Hughes Goes to St. Louis

Rochester General Agent Massachusetts Mutual Will Succeed Chester O. Fischer

ST. LOUIS, June 25.—E. W. Hughes of Rochester, N. Y., who will succeed Chester O. Fischer as general agent here for the Massachusetts Mutual Life was presented to local business and civic leaders and representatives of other companies who met at noon Monday to pay their personal respects to Mr. Fischer, who has been appointed to an important post in the home office organization.

For the past 14 years Mr. Hughes has been general agent for the Massachusetts Mutual at Rochester and in this time has built up a splendid record for organization and production. His agency is said to have averaged \$6,000,000 of new business annually during the past ten years.

Born in Grenada, Miss., and educated at Mississippi A. & M. College at Starkville, Miss., he started in life insurance as an agent at Jackson, Miss., for the Northwestern Mutual Life in 1917. In 1918 he joined the Massachusetts Mutual's agency forces at Memphis, Tenn. His work in Memphis was so outstanding the company in January, 1922 transferred him to Rochester, N. Y.

Among those who spoke at dinner were A. Fairbanks, vice-president Boatmen's National Bank; George Logan, attorney; Dan Bartlett, former member of the board of police commissioners; John Ring, Jr., advertising man; Prof. Hubert Greaves of Yale and J. G. Behan, vice-president Massachusetts Mutual. M. E. Holderness was toastmaster.

On Monday Mr. Fischer was the guest of honor at a testimonial given by the members of the St. Louis General Agents & Managers Association.

Fidelity Mutual Appoints Van Page New Agency Head

W. M. Van Page has been appointed manager of a third agency in Chicago by the Fidelity Mutual Life and plans to open a new office July 1 in the Board of Trade Building. He has been unit manager of the Equitable Life of New York in Chicago for about six years, attached to the agency now directed by Manager W. V. Woody, and before that for a time was a successful agent in the city. Mr. Van Page is a Yale graduate. The other Fidelity Mutual offices in Chicago are managed by J. H. Brennan and D. J. Cranston.

Harold L. Neal Promoted

A. F. Haas, manager of the Mutual Life of New York in 11 counties of southwestern Pennsylvania, with headquarters in Pittsburgh, has appointed his former agency consultant, Harold L. Neal, as district manager of Indiana county. He has been with the Pittsburgh agency since 1931. On Jan. 1, 1935, Mr. Neal was appointed agency consultant, since which time he has specialized in matters of estate planning, administration and distribution of estates, wills and trusts, with a view toward eliminating unnecessary taxation. At a luncheon given him by the entire agency, Mr. Neal was presented a remembrance of the esteem in which the entire agency holds him. He was also given a parchment scroll signed by all his associates.

Gordon Made Supervisor

W. M. Gordon, who becomes supervisor of the Pilot Life at Charlotte,

N. C., has had an interesting career. He entered the life business in 1904 as an agent. He was with the Philadelphia Life for 17 years and with the Shenandoah Life for seven years. He is a native of North Carolina. His home is at Monroe, N. C. For 18 years he has been president of the men's class of the Central Methodist Episcopal Church of his city.

Opens New Brokerage Office

The West Coast Life is opening an independent life insurance brokerage office July 1 in the Associated Realty building, Los Angeles, with Armand DeBenedict as manager. Mr. DeBenedict has been manager of the brokerage department of the W. G. Gastil agency of the Connecticut General Life in Los Angeles for three years. Before that he was brokerage manager in the home office agency of the Pacific Mutual Life.

Continental at Cleveland

H. Fletcher has been appointed general agent for the Continental Assurance of Chicago at Cleveland. He will have his offices in the East Ohio Gas building. He was connected with the Union Central Life as a personal producer for the past seven years. He has made an excellent record, having been a member of the \$500,000 club.

Bacot Mississippi Head

Appointment of T. J. Bacot as general agent of the Provident Life & Accident for Mississippi is announced. He is a native of that state, in which a large portion of his business life has been as a life insurance man. He lived in St. Louis for several years. The Mississippi state headquarters are located in Jackson.

Midland National in Texas

The Midland National Life of Watertown, S. C., which has been licensed in Texas, has appointed James F. Houlihan, formerly a resident of South Dakota, as manager.

McNeel Miami Manager

R. Mills McNeel, Jr., has been appointed district manager at Miami, Fla., of the Union Central Life. Mr. McNeel succeeds P. F. Bond, resigned. He goes to Miami from Atlanta, and is a member of the Union Central's \$250,000 Club.

Gross Succeeds Smith

Arthur Smith, manager of the Sun Life of Canada in Spokane, resigned and is succeeded by Orin W. Gross, former agency assistant, as acting manager.

Wakeman Succeeds Yaeger

John B. Yaeger, manager at Shreveport, La., of the Mutual Benefit Health & Accident and United Benefit Life, who died recently, is succeeded by T. A. Wakeman, leading salesman in the district.

Life Agency Notes

H. J. Huckle has been appointed general agent of the Minnesota Mutual at Orlando, Fla., and R. F. McCook at Norfolk, Va.

H. S. Staman has been named district manager of the Northwestern National Life in Lansing, Mich., with offices at 123 West Allegan street.

S. F. Davis of Dallas, a salesman for the Bankers Life of Iowa for more than 20 years, has been named city supervisor of the Dallas agency. He will assist Agency Manager W. B. Scroggie in the development of the Dallas city organization.

Unemployment Legislation

South Carolina is the latest state to enact unemployment insurance legislation, thereby increasing to 12 the states

having such statutes. The others are Alabama, California, Indiana, Massachusetts, Mississippi, New Hampshire, New York, Oregon, Rhode Island, Washington and Wisconsin. A similar law holds in the District of Columbia. Utah enacted a statute of this character in 1934 but it was never made effective. Either through specific legislation or departmental ruling, insurance agents have been held independent contractors and not company employees in New Hampshire, California, Indiana, Alabama, New York and the District of Columbia.

Important Point Decided in a Kansas City Case

The Kansas City court of appeals has rendered judgment of \$9,574 in favor of Mrs. Lucie O'Maley, wife of the late G. T. O'Maley, against the Northwestern Mutual, who died Dec. 16, 1932, after he had collapsed in his motor car. His death was attributed to heart disease. The suits involved in the decision rendered this week total \$15,000.

The Northwestern Mutual contended that in the application Mr. O'Maley erroneously gave his birth date as March 18, 1879, when it was actually a year earlier. Each policy contained a provision to the effect that if the age were misstated the face value would be adjusted to the amount which the premiums actually paid would have bought at the correct age. Under that provision the company withheld \$7,219.

The plaintiff cited the Missouri statute which makes misstatements in life insurance applications of no effect unless the matter misrepresented can be shown to have been a contributing factor in death.

Iowa Department in Suits to Curb Mutual Benefits

Suit for injunction to restrain eight mutual benefit societies from writing in Iowa were filed in state district courts by the insurance department and attorney-general, it being charged they were formed as non-profit corporations and not organized under insurance law. Two similar suits were filed earlier this year against Des Moines associations in the department's effort to make these organizations amenable to insurance law. At present they deposit no reserves with the department, do not submit to examination, are not authorized by the department and their agents do not have insurance licenses.

Defendants Are Listed

Defendants are: Iowa State Benefit Association, Mason City; Security Benefit Association, Clinton; American National Aid Society, Jefferson; United Counties Benevolent Association, Algona; Mutual Benefit Society, Rock Rapids; Farmers Labor Benefit Association, Council Bluffs; National Relief Association, Council Bluffs, and Republic Mutual Union, Davenport. The societies previously sued in Polk county are: Fraternal Aid Association and National Benevolent Society, both of Des Moines.

OTHER SUITS ARE FILED

Suits asking that the Farmer Labor Benefit Association and Colonial Benefit Association be prohibited from writing in Iowa were filed at Council Bluffs, Ia., by County Attorney Organ in behalf of Attorney General O'Connor. This action was at the behest of Commissioner Murphy. The suits charge the associations failed to comply with Iowa insurance laws and were not licensed by the department. They did not maintain deposit of securities with the department and have not made reports to the commissioner, it was charged. Miss Ida E. Michener, president of the Colonial Benefit asserted it was not an insurance company, never planned to be one and would fight the suit.

PERSONALS

General Agent Paul F. Clark of the John Hancock Mutual Life, entertained Boston life insurance general agents and managers to the number of some 30 at the Bald Peak Colony Club at Melvin Village on Lake Winnepesaukee in New Hampshire over the week end.

Miss Virginia Mayo, after three years in the actuarial office of the American Central Life at Indianapolis, has taken two years at the University of Michigan, receiving this month her master of science degree in actuarial mathematics. She has made a connection with the actuarial department of the Acacia Mutual Life and will take up her new duties at the home office in Washington, July 15.

Miss Barbara Oakes, daughter of Mansur B. Oakes, president of the Insurance Research & Review, Indianapolis, was married Monday to W. C. Taylor, formerly of Cedar Rapids, Iowa. They will make their home in Indianapolis.

James C. Oliver of South Portland, Me., an agent of the Sun Life of Canada the past five years, won the Republican nomination for congress from the first Maine district with the endorsement of the Townsend old age plan forces.

R. W. Cheney, manager of the Springfield, Mass., agency of the Mutual Life of New York for many years until his retirement in 1933, died at his home in Granville, Mass., the past week. He went with the company in Manchester, N. H., in 1906. He was a graduate of Harvard in 1901.

Frank L. Lane's death on June 21 took a widely known personality from New York City life insurance circles. Though only 35 he had been in the business for a number of years. His father was the late Louis Lane, who built up one of the leading New York City agencies of the Equitable Life of New York, and his brother is Mervin L. Lane, formerly general agent of the Connecticut Mutual Life in New York City. Frank Lane was associated with his brother in the latter agency. During the past year they left the general agency field and went into the general brokerage end, still doing a considerable volume of life business.

Frank Lane was known for his wit and originality, both of which qualities found their way into his life insurance direct mail advertising. His clients included many well known personalities, including Milt Gross, cartoonist, and the Four Marx Brothers, stage and screen comedians. His hobbies were flying and photography.

S. D. Dibert, one of the oldest directors of the Girard Life, died in Philadelphia June 15 at the age of 81. He had been a director since 1910, the same year during which he was elected president of the Equitable Loan Society of Philadelphia.

Senator Duncan U. Fletcher, who died recently, was president of the Peninsular Life of Florida until elected to the United States Senate. He retained his stock interest in the company until 1932. Senator Fletcher was also a member of the company's first board of directors.

Life of Virginia's Action

Stockholders of the Life of Virginia at a meeting June 22 approved the recommendation of the directors for a 20 percent stock dividend to be issued June 30. At the same time they approved an amendment to the by-laws reducing the maximum amount of stock authorized from \$10,000,000 to \$6,000,000. At present the outstanding stock is \$5,000,000. The stock dividend will increase the amount of stock outstanding to \$6,000,000.

LEGAL RESERVE FRATERNALS

Commit Illinois Candidates

Fraternal Congress Gets Expressions from Governor Horner and Brooks on Tax Exemption

In line with the nation-wide program of the National Fraternal Congress to secure from gubernatorial candidates expressions of opinion against imposing premium tax on societies, President D. T. Winder of the Illinois Fraternal Congress has secured letters from Governor Horner of Illinois and C. Wayland Brooks, the Republican candidate for governor.

Governor Horner pointed out that the new fraternal law exempts the societies from taxation. He stated that inquiry showed the insurance department has not been approached by tax ferrets and there is no intention to institute tax suits against the fraternal except as may be required by the retaliatory provision in the insurance law.

Termed Obligation of State

Mr. Brooks stated that since the legislature heretofore has exempted fraternal from taxation, he saw no reason for the state to attempt to collect back taxes from them. "As life insurance protection represents a substantial part of the earnings and life savings of the average citizen," Mr. Brooks wrote, "I personally feel that it should be the duty of the state to foster and encourage in every reasonable manner this form of thrift."

Mr. Winder in a bulletin to members said that while fraternal can make a collective showing of welfare work to justify the state in continuing the fraternal exemption from tax, it should be possible to provide a system of welfare

work with at least a minimum standard, so that there would never be any doubt that the societies and their individual members contribute enough to welfare work to warrant tax exemption. Mr. Winder said the tax suits originating in Oklahoma spread like prairie fires, but the Illinois congress has been watchful that no sparks were blown across the state line.

Fraternal Are Exempted in Many Legislative Bills

Reports digested by John Sullivan, legislative counsel Modern Woodmen, show that up to June 15, approximately 23 regular and special sessions of legislatures throughout the country had given fraternal extenders of consideration and specific exemptions from taxation in 47 bills introduced. Societies which last year were given 97 such specific exemptions and extenders, this year have been specifically exempted from a variety of tax measures, including income, premium, privilege, sales, emergency tax, unemployment compensation, transaction, etc. This includes exemption from the federal revenue measure, the social security act, and the Hobbs bill in Congress. Fourteen of the 47 measures were unemployment compensation bills.

Fraternalists in Missouri Start Anti-O'Malley Drive

Members of fraternal societies from six adjacent counties met at Alma, Mo., and opened a state-wide campaign to drive Superintendent O'Malley from office because of his efforts to impose on societies the same rules and regulations that apply to old line legal reserve companies. The anti-O'Malley organization claims to be non-partisan, and is backing William Hirth of Columbia for Democratic nomination for governor and former Attorney-General Barrett for the Republican nomination. Both pledged they would not rename O'Malley if elected. Among speakers at the Alma meeting were A. O. Benz, president Aid Association for Lutherans; C. F. Wescoat, chairman Fraternal Protective League and general counsel National Union Assurance; and M. F. Napier, St. Louis, member executive board of the league.

Death Record Last Year of Modern Woodmen Given

Heart diseases take the lead in causes of death among policyholders of the Modern Woodmen in 1935, Secretary J. G. Ray reports. The percentage is more than double that of brain diseases, which ranked second. The percentage for automobile accidents is nearly as great as for general accidents. The suicide ratio declined, as did deaths from diabetes. Tuberculosis, once the leader, was in seventh place. The 1935 death record is:

Diseases of the heart	Percent
Brain	29.93
Cancer	12.69
Pneumonia	10.54
Accident (excluding auto)	8.76
Auto accident	2.56
Nephritis	2.15
Tuberculosis of the respiratory system	4.51
Other forms of tuberculosis	2.76
Arteriosclerosis and gangrene	.11
Suicide	2.56
Other diseases of the respiratory system (tuberculosis and pneumonia excepted)	2.34
General diseases	1.37
Diabetes mellitus	1.23
	1.18

Fraternal Business in Nebraska

The Nebraska fraternal wrote in new business in their home state last year, \$2,376,283 and have in force, \$24,693,457.

THE MACCABEES

58 Years Old with 203,744 Adult and Junior Benefit Members



Home Office Building

Life, Health, Accident and Retirement Income Protection. Health, Hospital and Relief Service. Two Old Age Homes.

Celebrating this year the 50th Year—Golden Anniversary — of the founding of the Ladies of the Maccabees, the first fraternal benefit society organized exclusively for women.

NEW MEMBERS IN 1935

Adult—20,746—A gain of 30% over 1934

Junior—30,172—A gain of 31% over 1934

C. L. BIGGS
Supreme Record Keeper

E. W. THOMPSON
Supreme Commander

DETROIT, MICHIGAN

ROYAL NEIGHBORS OF AMERICA

FORTY-ONE YEARS OF SERVICE

Royal Neighbors of America was chartered as a fraternal benefit society in the state of Illinois on March 21, 1895. Since that time the society has faithfully provided a dual service of insurance and true fraternalism for members numbering in the hundreds of thousands.

The history of Royal Neighbors of America reveals that its fundamental principle of twofold service has been an outstanding success. This success is reflected in the steady growth of the society and in statistics which place Royal Neighbors of America among the leaders in its field.

● One of the largest fraternal benefit societies.
Membership
598,014.

● Operates home for aged dependent members.

Admitted Assets
\$56,686,146.

● Maintains fraternal fund to assist needy members.

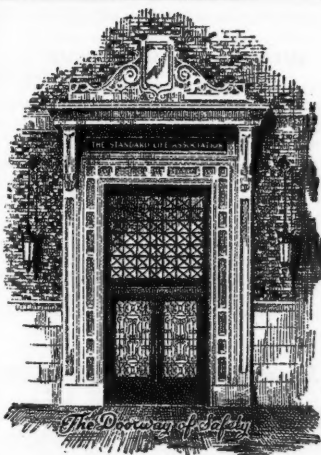
Total claims paid
\$87,937,415.

● Writes modern forms of life insurance for women, men and children.

Insurance in force
\$467,330,469.

● Provides free health service.

SUPREME OFFICE
ROCK ISLAND, ILL.



Stability — Safety Performance

ASSETS
\$13,750,000.00

CLAIMS PAID
\$114,000,000.00

The Standard Life Association

Lawrence, Kansas

GEO. R. ALLEN President JOHN V. SEES Secretary
T. J. SWEENEY Treasurer

The Woodmen of the World new business was \$1,836,155 and it has in force \$11,519,953. The Woodmen Circle of Omaha wrote in adult, \$324,472 and juvenile \$132,865. It has in force, adult, \$2,811,540, and juvenile, \$311,512. The outside fraternalists wrote in new business \$8,554,488 and have in force, \$104,883,489. The leaders in new business were the Degree of Honor Protective of St. Paul, adult, \$151,250 and juvenile, \$429,500; Lutheran Brotherhood of Minneapolis, \$223,757; Maccabees, \$475,661; Modern Woodmen, \$766,500 adult, and \$463,405 juvenile; Royal Neighbors, \$669,250; Security Benefit of Topeka, \$512,873; United Commercial Travelers of Columbus, O., \$1,505,000; Western Bohemian Fraternal of Cedar Rapids, \$352,656.

Patterson in C. of C. Post

Col. T. E. Patterson, vice-president Woodmen of the World, has been elected chairman of the executive committee of the Omaha chamber of commerce insurance division. He succeeds H. E. Sorensen, Aetna Life general agent.

District Manager Nelson Dies

Lee Nelson, district manager for the A. O. U. W. in Kansas City, Kan., for eight years, was killed by an automobile near Welborn, Mo.

Bradshaw University Regent

De E. Bradshaw, president Woodmen of the World, Omaha, has been named by the Omaha school board as a regent of the University of Omaha.

Canadian Act Unconstitutional

The Canadian supreme court has decided that the employment and social insurance act is unconstitutional. The act provided unemployment insurance based on contributions by employees, industry and the government.

WITH INDUSTRIAL OFFICES

Gulf Life Is Honored in Pensacola in 25th Year

The Gulf Life of Jacksonville, Fla., upon its silver anniversary was given wide recognition by newspapers in Pensacola, where it was founded. The Pensacola "Journal" devoted a full page to an article on the Gulf Life, its history and growth, stating that in the last five years it has produced more business than any other company in Florida, carrying insurance on one out of every five of the population. President T. T. Phillips was especially honored, he being the founder. It was stated the company has paid to policyholders in the 25 years more than \$5,600,000. The original force consisted of President Phillips and two agents in a single room at Pensacola, the principal assets being a few desks and chairs and \$5,000 capital. Mr. Phillips was president, manager, assistant manager and agent, and with one girl wrote all policies in long hand. For several months the company could not afford to buy a typewriter. Mr. Phillips worked an average of 16 hours a day in field and office.

After five years annual collections had grown to \$60,000, but in May, this year, the gross income in one week was more than that amount. The move to Jacksonville was made in 1916. Assets at the end of 1935 were \$2,950,000, income \$2,250,000. There were 250,000 policyholders and \$63,000,000 of business was done.

President Spaulding Honored

C. C. Spaulding, president of the North Carolina Mutual Life, has had conferred on him the degree of doctor of laws by Shaw University.

In the conferment, Dr. William Stuart

Nelson, president of Shaw, paid tribute to Mr. Spaulding, addressing him as "a beloved son of this commonwealth; gentle, persuasive, forgiving, courageous, and loving. An energetic, astute, prudent, and honest man of affairs. A devoted citizen of your community; unsparing in your sacrifices for every movement of civic advancement. A loyal and generous churchman. An unfailing friend to the interests of education."

Industrial Conference Meeting

President Peyton W. Jones of the Industrial Insurers Conference has announced that the annual meeting of the conference will be held Sept. 21-23 at the Hermitage Hotel, Nashville. Mr. Jones is secretary of the Bankers Health & Life of Macon, Ga.

Honor Milwaukee Veteran

John J. Kraniak, superintendent Milwaukee No. 5 district of the Prudential, observed his 20th anniversary of service at a dinner there. A diamond medal was given to Mr. Kraniak by A. F.

Messner, division manager. Attending the dinner were members of the Milwaukee staff, superintendents from over the state and other guests, including J. N. Patterson, president Milwaukee Association of Life Underwriters.

Cardwell Heads New Office

L. R. Cardwell of Detroit has been placed in charge of a new Lansing, Mich., branch office of the American National of Galveston in the Capitol Savings & Loan building. He has been with the company 15 years. He plans to make a special campaign for industrial business.

Metropolitan Kansas City Meet

Metropolitan managers and assistant managers from Kansas and Missouri met in Kansas City for an educational conference with K. C. Ringer, superintendent of agencies.

Industrial Notes

John J. Kraniak, superintendent Prudential, Milwaukee, has been elected commander of Cudworth post of the American Legion.

Lorne McKinnon, agent of the Metropolitan in Sault Ste. Marie, Mich., for seven years, has been appointed assistant manager in Kalamazoo, Mich.

AS SEEN FROM CHICAGO

ILLINOIS EXAMINATION BOOK

The Illinois insurance department is now compiling its examination manual for use of those who intend to take the test for agency, broker or solicitor licenses under the new law which will go into effect July 1. Chief Deputy R. T. Nelson is in charge and it is expected that the book will be out before July 1, giving a set questions and answers on all subjects. After July 1, all insurance people soliciting business have to be examined. For the first time life insurance is brought in this category.

STOCK QUOTATIONS

H. W. McKinney of G. L. Ohrstrom & Co., Board of Trade building, Chicago, gives the following quotations on the stock of life companies:

	Par	Div.	Bid	Asked
Aetna Life	10	.60	32 1/2	33 1/2
Alliance Life	1	...	21 1/2	22 1/2
Bank Nat. Life	10	1.00	21	25
Central Life, Ill.	10	...	8 1/2	...
Cent. States Life	5	...	3	...
Columbian Nat.	100	4.00	85	95
Conn. Gen. Life	10	.80	44 1/2	46
Cont. Assurance	10	2.00	39	41
Farm. & Traders	100	10.00	210	225
Fed. Life, Chgo.	10	...	8	...
Grard Life	10	.40	10	11 1/2
Great Nor. Life	10	...	5	8
Great South Life	10	2.50	33	35
Life & Cas. of Tenn.	...	2.00	15	16 1/2
Life of Va.	20	3.00	75	85
Lincoln Natl.	10	1.20	30	31
New World	10	.40	6 1/2	7 1/2
Northw. Natl.	5	...	13 1/2	14 1/2
North Amer.	2	...	2 1/2	3 1/2
Ohio National	10	1.00	22	25
Ohio State Life	100	10.00	225	...
Old Line Life	10	.60	14 1/2	16
Pacific Mutual	1	...	14 1/2	15 1/2
Philadelphia Life	10	...	3 1/2	4 1/2
Provident Life	10	.80	12	...
Rockford Life	10	...	4	8
Sun Life	100	...	465	485
Travelers	100	16.00	570	580
Union Central	20	1.20	35	45
Wisconsin Natl.	10	.50	16	18

ACTUARIAL CLUB IN OUTING

The annual outing of the Chicago Actuarial Club will be held June 29 at Twin Orchard Golf Club, with a golf tournament in the afternoon and dinner and bridge at night. Wives of members are invited.

USE OF LIFE INSURANCE

There have been a number of recent cases brought to the attention of Chicago life insurance men where people have owned large blocks of stock in corporations, which if thrown on the market at once would seriously disturb the condition of that enterprise and would do great harm to other holders.

Attempts have been made when stock has been put up as collateral and there is a foreclosure or when there is a death of the holder and the administrator finds it necessary to sell securities to pay inheritance taxes, to form syndicates that will guarantee not to throw the stock on the market at once. More and more with the increase in inheritance and estate taxes the problem of dealing with large blocks of stock in any one corporation becomes vastly important. The only way out now seems to be to carry sufficient life insurance to protect this stock so that it will not have to be sacrificed or thrown on the market at once.

HIBBARD AGAIN PRESIDENT

At the annual meeting of the Chicago Agents Association of the Northwestern Mutual Life, Carl Hibbard, who has been with the office 22 years, was re-elected president. C. L. Paulson was chosen vice-president and Lee Loventhal, secretary and treasurer.

P. G. Dallwig, with the Thurman agency of the New England Mutual Life in Chicago, gave the graduation address at the commencement exercises of the Chicago Military Academy at Homewood, Ill.

James P. Sullivan with Dunne

James P. Sullivan, well known life insurance man of Chicago, has joined the James E. Dunne organization at Louisville, being the actuary and technical man in getting out Dunne's Insurance Reports and also handling the statistical and informative material of companies for the "Insurance Index." He has moved to Louisville. Mr. Sullivan has had a long experience in life insurance. He has been serving lately as life insurance consultant. At one time he was at the head office of the Illinois Life and later became secretary of the Farmers & Bankers Life of Wichita, Kan.

B. R. Nueske, former president of the Old Colony Life of Chicago, who has been looking after the technical work for the Dunne office, has resigned.

W. O. W. Big Drive

The Woodmen of the World wrote \$19,000,000 from May 18 to June 6. The drive was in honor of the founders of the association.

Robert Edson, Penn Mutual Life agent in the Omaha office, was killed in an automobile collision there.

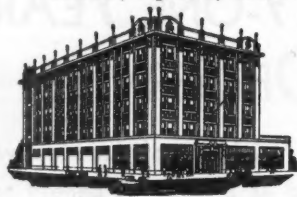
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Sick Benefit	1,388,044.56
Total Permanent	
Disability Benefit	60,850.70
Old Age Benefit	47,826.47
Cash Surrender	3,669,679.16
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SALES IDEAS AND SUGGESTIONS

Brevity and Interest in Sales Proposal Key to Success

A definite proposal to present on first interview, a simple life insurance program, an attitude of interest in the prospect's life problem and disinterest in the potential commission, then a mental attitude which causes the agent to expect the order if his proposal is for the prospect's good, in brief were the steps given by M. Bruce Parsons, 1935 leader of the Mutual Benefit, as the basis of his success, in a talk before the Chicago chapter of C. L. U. at its annual meeting.

"Have a definite proposal to present," Mr. Parsons said; "not necessarily a program, but something specific that will interest the prospect immediately. Sometimes if I have nothing else I ask him to look over my references, which are the names of some 20 of my leading policyholders."

"I don't waste his time by generalities, but give him some specific reason for using my services. That gets us into a concrete proposal very quickly."

Brevity Termed Most Important in Interview

"Be brief; get in and get out. Plunge right into your proposal. If possible try to show you are not interested in selling a particular amount, but in solving a problem. This can be shown by alternatives, by suggesting three or four ways of arriving at a solution. I find this gives the prospect confidence and helps to get on his side of the fence and show that you are indifferent to that particular sale but want your solution to fit his needs. "The proposal must be very simple. Most of my time is spent in boiling it

Extensive and Analytical Prospecting Great Need

More extensive and analytical prospecting is greatly needed by life agents, said O. Sam Cummings, Texas manager of the Kansas City Life and secretary of the National Association of Life Underwriters, at a meeting of the Philadelphia association. A questionnaire was sent to agents by Mr. Cummings three years ago asking them how they had secured the prospects in their last 10 cases. This year he repeated the process, securing answers from 238 agents. The results of both questionnaires were nearly identical. Personal friends were first on the list, 29 percent of the business being secured from them. Cold canvass was second, recommended by a friend, third, relative of a friend, fourth, persons with whom the agent did business, fifth.

Lopsided Prospecting

Mr. Cummings said that 54 percent of the business of these agents was the result of natural contacts. He termed this lopsided prospecting. He said the agents should go back to fundamentals of prospecting in order to broaden their contacts and get out of the rut.

Agents should study a prospect for his potential buying power, even though he may be able to purchase only \$1,000 or \$2,000 policy at the time. He told of an agent in his organization who had sold Melvin Traylor his first policy for \$1,000 when Mr. Traylor was only a clerk in a Texas bank. When Mr. Traylor died he was head of the First National Bank in Chicago and left \$1,000,000 in life insurance, but the original agent had not properly analyzed Mr. Traylor's needs and never sold him another policy.

down to a minimum. I never present over two sheets, the first telling what the plan will do and the second being a ledger statement. The problem before the agent is to eliminate all extraneous ideas, to give the prospect the big idea; then if his interest is aroused the proposal can be elaborated."

Determined Closing Is One Element in Success

Mr. Parsons said the crux of the presentation, if the prospect's interest has been aroused and the plan has been explained so he understands it, is to push to conclusion. "I am not afraid to ask for an order when I am satisfied my plan is right," Mr. Parsons said. "If I do not get it, I ask him why not. If my proposition is sound I expect the order. I try three or four closes, review the plan, commit the prospect on minor points."

Mr. Parsons said he spends four times as much time in the office as the field, analyzing and preparing proposals, and in estate service work. When he has closed a case he fixes up all the man's insurance, with supplemental agree-

ments, etc., so he feels it has been professionally done and rarely will permit another insurance man to tinker with it.

The ability to concentrate on the job; to have singleness of purpose, Mr. Parsons said, is a mental attitude highly profitable to life agents. Many agents are diverted easily from their task. Mr. Parsons has a regular stint which he must do. If something puts him back, he sets aside all other activities until he has caught up with his schedule.

In his first 14 months in business 13 years ago he wrote 32 percent, or 20 cases, by the endless chain method, and 54 percent, or 33 cases, by cold canvass. He said it was better to see a stranger than no one at all. At the end of four and a half years he said his prospecting still was not very good, 48 percent being cold canvass and 31 percent endless chain. Last year he had no cold canvass, 40 percent endless chain and 50 percent old policyholders. He has from two to six interviews weekly in which an attempt to close is made. His business is such now that he needs very few interviews in which to get large volume.

Chicago C. L. U. Chapter Holds Annual Meeting

Frederick Bruchholz, New York Life, retiring president, presided and installed J. M. Buckley, Provident Mutual, who was elected president. A. J. Johannsen, Northwestern Mutual, was endorsed for president of the National chapter of which he is now vice-president.

Set Sales Record with Well Planned Persistent Work

When Joseph H. Phipps entered the life insurance business 22 years ago in Cleveland he hardly knew a handful of people. A minister was instrumental in his joining the Provident Mutual because the clergyman thought Mr. Phipps had the ability to succeed in such a field. He left a job as engineer in one of the big steel mills to try his hand.

Mr. Phipps started out by blocking off sections of downtown Cleveland, canvassing a street to get names of business houses and then looking them up in the city directory to get their personnel. He then could call for them by name.

Simple, Straight Forward Opening Message Used

His first message was straight-forward. It is much the same when he deals with strangers today. "I am out looking for good prospects for life insurance," he would tell them and frequently he found them. When he came to a big office building he would canvass it from top to bottom. Hard work brought results. Out of \$92,000 of promised business during the first six months, he wrote \$58,000. Over 50 percent of his prospects who signed up that first year were turned down. But it didn't discourage him.

Today Mr. Phipps has turned in a record of over 1,040 consecutive weeks of production. During one three week period, he got an application a day. He has secured as many as eight applications in one day. His average per year, however, will run about 87. His policies run from the smallest up to \$150,000, with an average of about \$8,000.

About 60 percent of his business now comes from his policyholders. They, in turn, volunteer the names of many of his prospects. In addition to that Mr. Phipps tries to see three or four strangers every week to extend his acquaintance and prospect list. Never a letter goes out to his policyholders or prospects, he says, but what there is a

piece of sales literature in it. One piece which has brought returns contains blank lines for the suggested names of friends or associates as prospects. He gets many names in this way. Now, too, since he has been in business for 22 years, he is beginning to get considerable business from the children of his policyholders. He has no particular choice on the type, age or character of persons to see. He sells them on two considerations, first, their ability to pay, and second, their need. He does not go in for extensive analysis or auditing of present insurance but brings out the amount or approximate amount they are carrying indirectly, and the amount of their needs above this.

Never Asks Prospect Question—Gives Him Credit

One thing, he says, which he learned early and which he practices right along is "not to ask a question." Such a procedure, he says, gives them an easy opportunity to say "no." Another thing, is, "give the prospect credit for knowing what he wants and have consideration for his point of view." Mr. Phipps sold a tough prospect just by giving him due credit for knowing something. "That man told him exactly why he bought. 'If you go after business men that same way, you will write a lot of insurance,'" the man told him. Mr. Phipps has been making attractive suggestions ever since and leaving it up to the wisdom of his prospects. He tries to keep the business entirely on a professional basis.

A file indexed for every day in the year is maintained by Mr. Phipps and he inserts a card for each policyholder and prospect under the date that person's age changes. A month in advance he takes out cards due during the next 30 days and arranges his program accordingly, working them in according to section so as to avoid unnecessary traveling. Each night he arranges the next day's itinerary including the additional names

SALES IDEAS OF THE WEEK

USED A NOVEL METHOD

Frank T. Sheeche, district manager Mutual Life, Geneva, N. Y., got 10 applications in three days on cold canvass in a rural district by using a novel approach. The examiner in the territory was an old practitioner, well liked in his community. With his knowledge, Mr. Sheeche began seeing the farmers in the neighborhood, using the approach that he was organizing a birthday remembrance for the doctor to take the form of as many examinations as he could present to the doctor at one time. During the day, Mr. Sheeche visited the homes, got information which enabled him to reach some conclusion as to the possibility of sale, and where the outlook was favorable, returned at night to make the canvass.

* * *

GETS RESULTS ON COLD CANVASS

Ben Epstein, Texas agent of the Kansas City Life, who wrote \$333,300 net issued business in the first three months, secured 75 percent of it from cold canvass. He makes a daily report of calls, interviews, applications, hours worked, etc. He feels this keeps a man going, puts him into touch with the people who are likely to buy life insurance and eliminates the unprofitable pastime of believing he is doing a day's work without accomplishing anything. He finds the cold canvass the most fruitful field that life agents can develop. Each agent can adopt a technique for cold canvassing to fit his own peculiarities. Mr. Epstein tries to make a sale on the first contact instead of just getting acquainted. In cold canvassing an agent must first sell himself to the stranger in order to build up confidence. Then he must sell his product—the benefits of insurance.

* * *

BONUS SALE CLOSED

C. W. Morrow, Business Men's Assurance agent in Indiana, recently sold a good sized case by using a soldier's bonus payment argument. The prospect had decided he couldn't handle the deal. Mr. Morrow started in.

"You can meet the first payment of \$558, can't you?"

"Yes."

"Your bonus will pay your 1937 deposit, won't it?"

"Yes."

"Your \$5,000 government endowment maturing in 1938 will pay 12 more years in advance, allowing you 4 percent discount in advance. If you can't make further payments 14 years from now, we'll give you \$8,400 of protection for the remaining eight years, when you will be put on a pension of \$69 a month." The prospect took it.

of strangers not hitherto called on. This list is clipped to the inside front of his car so he can follow it religiously. Perseverance and planned work do the rest. Usually he sends a letter to the prospect to be called on sometime in advance, merely inserting a piece of literature to set them thinking. This piece is chosen to fit the prospect's status and needs in life. It paves the way.

Mr. Phipps combines a vision of the prospect's needs with tactful suggestion. He tries to talk their language and to make them like him. In short, he makes them want to buy. Consecutive scoring, he believes helps to keep the closing ability up and has a certain stimulating effect.

Read "Why Not Try It?" by Thierbach. \$2. Order from National Underwriter.

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Duff New Boston Program Chairman

(CONTINUED FROM PAGE 1)

ment to exempt homesteads from ad valorem tax.

Mr. Bacon will speak on "Thirty Years With Dotted Lines" and he will fill a key position on this year's program.

Mr. Behr is one of the country's youngest, most successful agents. In 1929, at the age of 23, he graduated from the University of Wisconsin and entered the Lustgarten agency of the Equitable Life in Chicago. His production rose consistently. The first year he paid for nearly \$700,000 and in 1933 he paid for over a million dollars entitling him to become the youngest member of the Million Dollar Round Table. During the past two years his production has been well over the million dollar mark and last year he paid for 72 cases for \$1,570,310. Last year at the Des Moines convention, at the age of 29, he was made a life member of the Million Dollar Round Table and went on record as the youngest life member of that group.

Mr. Behr has devoted considerable time to the perfection of his prospecting system and his approach. These are the two subjects on which he will speak at the meeting. His book, "My Prospecting System," has been widely read and his monthly and weekly work sheets have met with acclaim.

At the end of the first five months of this year, Mr. Behr is leading all producers for his company.

Mr. Behr will discuss, "My Prospecting System and My Approach."

Record of G. B. Dorr

Mr. Dorr is another member of the new generation of agents. After graduation from St. Lawrence University he attended the Wharton School at the University of Pennsylvania, where he majored in finance and life insurance. Mr. Dorr began his business life with the Chase National Bank in New York but a year later he entered the life insurance business with the Equitable Life of New York.

In 1934 he became associated with the C. L. McMillen agency of the Northwestern Mutual in New York. At the beginning of June this year he was appointed state general agent for Northwestern Mutual with headquarters at Hartford. He was born in 1902 and is one of the youngest successful producers in the United States. The second year he was in the business he paid for \$400,000 and the following year he entered the million dollar class. He continued to produce at the rate of a million dollars annually until 1930 when the depression and his increasing attention to managerial work brought his production down to \$700,000.

In 1930 he received the C.L.U. designation and he was president of the New York Chapter in 1933-34. For the past year, as president of the Life Underwriters Association of the City of New York, he has successfully handled the leadership of the largest association in the country.

Mr. Dorr will speak on "The Life Underwriter Incorporated."

J. Elliott Hall

Few men in life insurance have had a more interesting career than Mr. Hall. He will long be remembered as the builder of the Elliott Hall agency of the Penn Mutual from which he retired two years ago. At present, slightly in excess of 10 per cent of the Penn Mutual's outstanding business is on the books of the Hall agency, and this volume was built in the 10 years during which the agency was under the personal leadership of Mr. Hall.

Mr. Hall first began earning his own living at the age of 13 when driving a dump cart on the roads of Chatham, N. J. Later he took up the trades of tinsmith, plumbing, steamfitting and it was not until 1902 that he entered the life

insurance business as a clerk in the home office of Mutual Benefit Life at the salary of \$20 a month. In 1906 he married at the age of 22, when his salary was \$55 a month to which he added \$150 a month soliciting printing in the evenings. In 1909 he became cashier in the Newark agency of State Mutual and in 1911 he was appointed supervisor for New Jersey and Philadelphia for Reliance Life. He was later appointed general agent for the Home Life but in 1913 he returned to Mutual Benefit as agent in Newark.

He was transferred to the L. A. Cerf Agency of Mutual Benefit in 1919 from which agency he resigned two years later to enter a partnership with John C. McNamara as associate general agents for Massachusetts Mutual. The following year the Hall-McNamara partnership withdrew from Massachusetts Mutual and became general agents for Penn Mutual until 1924 when Mr. Hall took over the agency alone.

Mr. Hall has always laid stress on the development of a full time agency organization and today it represents one of the best and largest full time organizations in New York.

Although Mr. Hall retired as general agent for the Penn Mutual two years ago, he has remained in touch with the business and, in the two years since his retirement, although devoting only part of his time to life insurance, he has produced \$3,500,000 of business.

At the Boston convention his talk will be, "The Importance of Income and the Guaranteed Income Which Life Insurance Offers a Man's Family and Himself."

Fidelity Mutual Leader

For the past three years Mr. Fitzgerald has led the Fidelity Mutual field organization in paid premiums and he was top man in that company for the first four months of 1936.

Educated at State College, Ames, Ia., and Oregon State College from which he was graduated with the degree of civil engineer, Mr. Fitzgerald taught engineering at Corvallis, Ore., for three years before entering the automobile business. He remained in the auto business as salesman, sales manager, factory representative, dealer and distributor until 1932, when he went to work for Fidelity Mutual in San Jose. In July of that year he set out to write an application a day and turned in a new application each day during the following month. He is now one of the company's successful producers on the Pacific Coast.

Mr. Fitzgerald will speak on "Straight Thinking and Hard Knocking."

Mr. Gantz trained to become a lawyer but immediately on graduating from law school 18 years ago he entered the life insurance business with Pacific Mutual

in Cincinnati. In 1918, when Mr. Gantz took over the agency its annual collections amounted to \$23,000 a year and today they total \$1,500,000 annually. Under his leadership the Cincinnati agency has grown consistently and this year leads the whole Pacific Mutual agency force.

During the past six years members of the Gantz Agency have led the Pacific Mutual field force in production and last year two of his men paid for over a million dollars each and held first and second places in the company's list of leading producers. The cooperative method of selling introduced into the agency by Mr. Gantz, which is based on the idea of the general agent and agent selling by observation, has been largely responsible for this record.

In 1935 two of his agents paid for more than \$1,000,000, four paid for \$300,000, 14 paid for \$200,000, and 20 paid for \$100,000.

Mr. Gantz has been president of the Pacific Mutual General Agency Association and last year was president of the Associated Life General Agents and Managers of Cincinnati. "Cooperation not Dictation" will be his subject.

"It Can Be Done"

In constant demand as a speaker before life underwriting groups, Mr. Powell will address the Boston convention on "It Can Be Done." He is an original and forceful speaker and the enthusiasm with which he handles himself on the platform has captured audiences wherever he has spoken. His talk will be designed to show agents how to build prestige for themselves and their business in their communities.

Mr. Powell started in the business as a producer in 1921 and immediately established a world's record by writing one or more applications each day for 123 consecutive days. His production rose from year to year and he was promoted to general agent and later he became superintendent of agencies. He was appointed general agent for State Mutual for Georgia in 1926 and his agency ranks among the leaders in his company.

He is vice-president and secretary of the Atlanta Life Managers' Club and publicity chairman and member board of governors of the Atlanta Life Underwriters Association. He has held many positions in the local life underwriters association, including president, and under his leadership as state chairman of membership of the National association, Georgia has shown a healthy gain in membership during the past year. He is vice-president of the State Mutual General Agents' Association, president of the Travelers' Aid Society of Atlanta and chapter advisor of Phi Sigma Kappa fraternity.

Radical Bill Postponed

The Louisiana bill prohibiting life companies which issue policies without medical examination from refusing payments where death occurred from a protracted disease has been indefinitely postponed by the legislature.



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